

INDIANAPOLIS

JAN 20 1919

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

VOL. CVI, NO. 3 NEW YORK, JANUARY 16, 1919

10c A COPY

## The 1919 EDITION ~~of the~~ SEVEN DAYS American Newspaper Annual & Directory

Will be ready for delivery Jan. 20

The present volume, marking the Fifty-first year of publication, continues all the old features and a number of new ones. Among these is a group of maps of the War Front; of Europe and the World, with trade routes; an Army Map; a Ship-Building Map and a new Standard Time Map showing the very important changes in time effective January 1, 1919.

The unusual changes of the past year make this volume unusually important. It will be sent anywhere in the United States, carriage paid, upon receipt of \$10.00. Address the publishers.

N. W. AYER & SON  
PHILADELPHIA, PENNSYLVANIA



## Introduce your product to the New York Market now

Do not hesitate another day. While you are thinking about it, others are gaining headway.

You know the value of this marvelous sales territory—the most profitable in the world. But do you realize that you can capture it *now*, without waiting until you have made a success elsewhere?

You do not need a lot of money or a big organization.

### *Interborough Subway & Elevated Car Cards and Posters Will Help You*

This great advertising system reaches more people for less money than any other medium—2,278,000 cash fare riders daily.

What it is continually doing for others, it is ready and able to do for you. Investigate today!

*Send for our Free Booklet,  
"Your Product and the Great New York Market"*

**ARTEMAS WARD**

*Trading as WARD & GOW*

50 Union Square

New York City

INDIANAPOLIS

JAN 2 1919

# PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CVI

NEW YORK, JANUARY 16, 1919

No. 3

## What Your Branch Manager Is Up Against

He'll Tell a Friend Things He'll Never Tell You—His Disadvantage in Renting Locations

By J. R. Sprague

THE branch manager is a wonder to the home merchant. It looks like such an easy job. Never does the branch manager have to worry about the payroll for Saturday night, or receive a disagreeable letter which states that the old account will have to be paid before any more goods can be shipped. The branch manager does not even know what a protest note looks like. And never in the world did a branch manager mail a check to a clamoring creditor without a cent in the bank, taking a chance that he can make a deposit before the check gets back.

The branch manager, too, always has a nice private office with a handsome oak desk and all sorts of handy office devices, while the home merchant writes his letters on the showcase, and carries his books home to do the posting at night. Like as not, also, the branch manager has an automobile furnished him by the company, in which he grandly takes his family to picture shows of an evening, or uses to go fishing on Sundays.

San Antonio, Texas, which is my home town, is the location of a great number of branch stores and offices maintained by national advertisers. San Antonio is the trading centre of a territory as large as the state of Ohio—not so thickly populated or having quite so much rain, but on the whole a pretty prosperous section of the

country. Recently I have talked at various times with more than twenty branch managers, representing all sorts of products, with the idea of finding out just how they themselves feel toward their jobs. There were no set interviews—in fact, not being a newspaper man I would not know how to go about interviewing anybody—but the talks were just friendly affairs with men I know, when meeting them on the street, in Greek lunchrooms when we occupied contiguous stools, at ball games, or even while leaning against a long polished counter, with foot on the brass rail.

The outstanding feature of all these talks was the loyalty expressed by the men toward their organizations. Almost without exception every man stated that his house gave him all possible assistance in getting business, and what little criticism I heard was of a constructive nature. This simply proved, I suppose, that no aimless complainer ever grows big enough to become a branch manager. Several of the men, however, did mention certain things which they thought might be changed to advantage.

One man, selling a nationally advertised mechanical specialty, spoke of a rule of his concern which often handicaps him. It is a rule applying to the hiring of mechanics, several of whom he has to employ in his repair and service department. In the matter

of his office help this manager is free to hire whom he pleases, and at whatever salary is necessary; but he must not hire any mechanic without first getting the sanction of the home office, and he must not pay any mechanic more than \$18 per week.

If a mechanic writes from El Paso, for instance, asking for a job, this branch manager cannot wire him to come, no matter how badly he may be in need of him. He must first refer the matter to the home office. And it is likely that the mechanic may change his mind and decide to go somewhere else, before the home office says he may be engaged, for mechanics are notoriously temperamental. Then, too, the \$18 a week limit is not attractive to a mechanic nowadays. Recently a contracting firm which is doing some Government work advertised in the local papers that it wanted carpenters, and would pay seven dollars a day to any man who "can hit where he looks."

Another branch manager who also sells a mechanical specialty, suggested that it would be a good thing to have different selling methods for different parts of the country. I will quote his exact words: "Mine is a high-priced machine," he said, "which sells mainly to merchants. I have to sell it on the same terms here in the South as it is sold in other parts of the country. But the merchants themselves in this cotton country have to do business in a very different manner from the merchants in the North. Up there a great proportion of the merchant's business is cash. Here in the South, the small-town merchant carries three-fourths of his customers a full year. He gets his money when the cotton is sold.

"But my firm insists that I sell my machines on equal monthly payments, just as they are sold in other parts of the country, and this is pretty hard to do because there are many months in a cotton country when the merchant takes in barely enough cash money to pay his help and freight bills.

"My idea is, that the work of

branch managers in all lines would be greatly helped if some kind of a zone system could be worked out, providing for somewhat different selling systems to conform to conditions in various parts of the country."

#### THE STORY OF THE TACTLESS SALES MANAGER

One branch manager with whom I talked really did have a grievance, and I cannot say that I did not sympathize with him a little. It seemed that he had just returned from the factory, where there had been a convention of the branch managers. The management had gone out of its way to show them a good time. There had been a big banquet, a theatre party, and a cross country automobile trip for their entertainment, switched in between business sessions, and everyone was feeling fine until the last day. Then they were addressed by the general sales manager who, it seems, had an idea of gingering them up a little before sending them home.

I do not know exactly what it was, but it appeared that some of the branch managers had been lax in sending in certain reports required by the rules of the company, and the general sales manager took them to task in no uncertain language.

"If every one of you fellows has not made this report within a week after you get home," he threatened, "I am going to send out a man who will make it for you. I am not fooling about this. The chances are that the man I send will not only make the report, but relieve you of your job at the same time."

Two hours before all the branch managers had attended a dinner given by the president of the concern and were made to feel that they were fellow business men, being entertained by one of their own number. And now in a few well chosen words the sales manager had let them know that they were only hired help and mighty liable to lose their jobs.

The man who told me about it

# The Markets of Tomorrow

NEW merchandising opportunities are bringing with them new problems and revivifying old ones. Expanded markets here, restricted markets there—questions of distribution and competition—what manufacturer does not find these problems as knotty as any that faced him in war times?

In the light of what advertising has achieved during the past four years, it is hardly necessary to emphasize the service that it can render today in the solution of these and kindred problems underlying the profitable development of the markets of tomorrow.

As an organization which has helped to achieve concrete realization for many clients, the H. K. McCann Company has the experience and capacity to work hand in hand with forward looking manufacturers. Because it has kept progressive pace with the rapid wartime development of advertising, it can help these same manufacturers to adjust their business to a peace time basis smoothly, quickly, advantageously.

Interviews are invited.

## The H. K. McCann Company Advertising

61 Broadway, New York

Cleveland  
San Francisco



Toronto  
Montreal

is a pretty solid citizen of our community, past forty years old, with a family, and owning considerable property. "My first impulse was to stand up in meeting and tell the sales manager that he could have my job right now," he said, "but I managed to hold my temper and say nothing. However, it didn't increase my usefulness to the concern one bit."

I do not know if this is the reason or not, but this man has since made a change, and his old concern lost a very good man.

Some time ago I ran quite unexpectedly into a branch manager's hard-luck story. I was out working on a Chamber of Commerce Committee to raise money, which is familiar work to most merchants. Conditions are the same everywhere, I suppose. Our local Chamber of Commerce has raised money for every civic purpose there is, I believe, except, possibly, to build a home for superannuated Chinese laundrymen.

I have always envied the way in which branch managers for national concerns can evade these Chamber of Commerce contributions. All they have to do is to tell the committee that it certainly is a good cause, and that personally they would be very glad to make a subscription, but of course the business does not belong to them, and they will have to take it up with headquarters.

When the committee goes back a few days later, the branch manager is sorry, but he has a letter from the house stating that the general manager is away, and nothing can be done until he returns, which will be in about two weeks. At the end of two weeks the committee goes back, and the branch manager is sorry again, but this is the season for auditing the firm's books, and no such matters can be taken up until that is out of the way. After that, the money raising campaign has been finished, and all danger passed.

But the branch manager whose hard-luck story I allude to, did not try to evade the issue that way when our committee called on him. Instead, he came boldly out

and said he would not like to ask his house for a subscription because the local store was not making any money. His was a retail shoe store—a branch of a nationwide concern—and I asked him what was the matter. "Simply that I am saddled with too much store rent," replied the manager. "I could show a profit if I did not have to pay any more rent than my competitors, but I am paying a hundred dollars a month more than any strictly local merchant is paying for similar quarters."

Later I found that he was telling the truth. Investigation showed that locally at least, branch establishments of national concerns are paying more rent than home merchants. One corporation in my city is paying \$500 per month for a corner location, while a privately owned concern occupies just as good a corner for \$300 per month. Recently a corporation shoe store (not the one whose manager complained) vacated a location because their lease expired and the property owner planned to put up a new building. For a number of years the corporation store had paid \$410 per month. However, the property owner finally decided not to build, and advertised the room for rent. On account of the great increase in population here owing to army activities, the owner thought he could get \$500 a month for the location, but there were no takers. He came down a little at a time, and after the place had been vacant several weeks, signed a lease with a local shoe merchant for \$300 a month.

#### WHY HAVE STORE RENTS GONE SKYWARD?

A good many volumes could be written on the subject of retail store rents. In cities of medium size, rents have practically trebled during the past ten or twelve years. I refer to cities in the class of Norfolk, Va., Duluth, Minn., or to my own town of San Antonio. Twelve years ago the regulation price of an average sized, well located store room in such cities was about a hundred dollars a

(Continued on page 97)

# Go Where The Money Is

No use trying to sell gold dollars for 90 cents to a man who hasn't the ninety.

Since the war started the gross farm income has increased over 100%.

Consider what that means—better homes—better furniture—better clothes—better and more varied food—better bank accounts—in short a *Better Standard of Living*.

The bulk of the farmers' buying is done at his retail stores in the small towns.

There's a wide open market in the small town field for practically every line of merchandise, and the **American Woman**, with 86% of its circulation concentrated in towns under 25,000 reaches this field, efficiently, economically and productively.

## THE AMERICAN WOMAN

"A Real Magazine of the Small Towns"

Member of the Audit Bureau of Circulations

Western Advertising Office  
W. H. McCURDY, Mgr.  
30 N. Dearborn Street, Chicago, Ill.

Eastern Advertising Office  
WM. F. HARING, Mgr.  
Flatiron Building, New York

# Meeting and Beating Anti-American Propaganda

We Must Keep the Truth About America Before the World

By Grosvenor M. Jones

Assistant Chief of Bureau of Foreign and Domestic Commerce

DEPARTMENT OF COMMERCE  
OFFICE OF THE SECRETARY

WASHINGTON, January 6, 1919.

*Editor of Printers' Ink:*

May I reply more fully to your communication of the 18th December, already acknowledged, by enclosing article prepared in response to your suggestions by Mr. Grosvenor Jones, Assistant Chief of the Bureau of Foreign and Domestic Commerce, of this Department. I trust this will be satisfactory to you.

WILLIAM C. REDFIELD,  
*Secretary.*

THE problem of meeting and stamping out propaganda directed at American business in foreign countries is one that deserves the most careful and level-headed attention of our business public. It would be silly to say that it is the most important or pressing problem that confronts us. But it is important and it is pressing.

We have in the last few years been thoroughly, and painfully, enlightened on this subject of "Propaganda: Its Uses and Abuses." When I say that before the war we were the most unsophisticated people in the world on the subject, I am not exactly finding fault. The fact implies a compliment. At any rate, willy-nilly, we are now more or less sophisticated and it is time to put our painfully acquired experience to some practical use.

We have before us the problem of recognizing and counteracting slanderous propaganda. With our newly acquired knowledge, recognition will be a comparatively easy matter. The measures to meet such propaganda must, roughly, fall under two heads: First, we must see that other peoples are given the facts about us and our institutions, and, second, we must make sure that the hostile propagandist has no other ammunition than lies.

Probably the war has done more than any other one thing could to put the facts about us before the people of the world. It will be some time I imagine before anyone will have courage enough to repeat the old absurdities about Americans being bluffers and worshippers of the almighty dollar. And, starting with this war-given prestige, it ought to be possible to keep others correctly informed as to our achievements, our aims and our goods. It will work out in many ways. Other people will want more news about us, so that our news-gathering associations will be more than ever under the heavy responsibility of keeping the perspective true. I am sure they will work it out right in the end.

Our branch banks and business agencies will also have splendid opportunities to give currency to the real facts about us.

These branches and agencies are multiplying rapidly and give us facilities for favorable publicity that we missed before the war. American salesmen will go out in greater number than heretofore, and each will have it in his power, by word and deed, to add to our prestige.

## PLANS OF BUREAU OF COMMERCE

Our exporters will take up more seriously than ever before the study of advertising their goods in foreign countries, and such advertising will be a most effective means of calling attention to our wares and their merits. A trade commissioner has just returned to the Bureau of Foreign and Domestic Commerce after a searching study of advertising methods in South America and his reports will soon be available to the business public. It is also planned to

100% of those who regularly read Printers' Ink have brains.

During 1918, the National advertising printed in the Brooklyn Standard Union has increased so tremendously that we feel like spending \$100 in thanking "Printers' Ink" for its help last year.

establish an advertising division in the bureau for the benefit of our exporters.

Needless to say, the Government's consuls, commercial attachés and trade commissioners are also in a position to create favorable impressions of American institutions and to see that false rumors are promptly run down and counteracted. Just recently one of our commercial attachés proved his effectiveness at that sort of thing. A newspaper in his district had been running dispatches on American affairs that purported to come from one of the great American news-gathering associations. They were insidiously anti-American.

Our attaché, a man with considerable newspaper experience himself, took the matter up at once and discovered, as he expected, that the news association had had nothing to do with the dispatches. The newspaper claimed that the dispatches came to it on the stationery of the news association, and offered the explanation that they must have been forgeries. At any rate, the paper printed an apology and the attaché is still after the men and motives back of the campaign. He is sure to succeed, and in the end the whole affair will be a boomerang to its promoters. I cite this instance as an assurance that the Government has facilities for spotting dishonest propaganda and for coping with it.

Now let us consider the urgent necessity of so conducting our business with other countries that rivals cannot truthfully discredit our goods or our methods. There was a time when we rather dabbled in foreign trade. It was a side issue with many American concerns, and too often they did not give it the attention necessary to make the very best impression on their customers. As exporters some of us had our shortcomings and these, of course, were seized upon by our detractors and made the most of. Some of the anti-American propaganda is still based upon the mistakes we made in those days. As everyone knows,

the subject became popular with our own writers and speakers on commercial subjects and a great hue and cry was raised here at home about how not to carry on foreign trade. It was overdone, of course, and much good ammunition was furnished our propagandist rivals. It is rather effective to go to a customer you are afraid of losing and say: "Look, this is what the Americans themselves say of their packing."

And that brings us to a moot point. Are we to forego absolutely all criticism of export methods for fear some distant propagandist will seize upon what we say and spread it among our prospective customers? At first thought the answer might be "yes," but on second thought it is sure to be "no." I can illustrate my point by referring to that old chestnut—packing for export. Our trade commissioners have for some time been bringing in the good news that American packing has been giving satisfaction. Not many years ago their reports were to the opposite effect. How was this improvement in packing brought about? By not breathing a word to anybody as to what was wrong? Not if I remember correctly! It was brought about through publicity, as all reforms are brought about, and I am glad to say that the Department of Commerce had an important part in the campaign.

#### "KEEP ON IMPROVING" SHOULD BE THE WATCHWORD

Of course there was some tendency to overdo the matter, and it is disclosing no secret to say that our rivals used some of the strongest statements to convince their customers of our shortcoming. That is the price we had to pay to get the reform over, and I see no reason for wasting tears over it. Of what avail is this hostile propaganda when the foreign merchant finds out by actual experience that we pack well?

The point I wish to make is this: Business intelligently conducted can withstand any attack. The great bulk of our export

## You See Art Posters Displayed

throughout your city on large panels 25 feet long by 11 feet high, with green frames and a white mat between the poster and the green frame.

Do you know how they are produced, and how the national advertiser is able to have his lithographed posters displayed in a few towns or a few states, or in over 8,000 cities of the United States and Canada *on the same day?*

Have you ever looked into the cost, the flexibility and the color value of Poster Advertising?

Have you ever realized that Poster Advertising can be seen every day by the advertiser's salesmen, the wholesaler and his salesmen, the retailer and his clerks, as well as the consumer?

Have you ever realized that Poster Advertising helps you to secure greater results from the advertising mediums you are now using?

Have you ever used Poster Advertising as an advertising medium?

Our organization is at your service (without obligation to you), should you desire further information.

### IVAN • B • NORDHEM COMPANY

*Poster Advertising in the United States and Canada*

8 West 40th Street      New York City  
Bessemer Building      Pittsburgh, Pa.

#### OFFICES IN

Chicago, Buffalo, Kansas City, Minneapolis, Cleveland

*Canadian Representative*

THE WADSWORTH-NATHANSON CO.,  
TORONTO, CANADA

trade is now carried on in an intelligent manner, and for that reason it offers a better front to attacks than ever before. The aim should be to go on perfecting our goods and our export procedure, so that in the end the propagandist will have nothing but lies to work with. The liar is really at a big disadvantage. He must work from under cover, and that fact discredits him finally in the eyes of all intelligent men. I am optimist enough to believe that the persistent liar always eventually comes to grief.

But to attain this perfection in goods and methods, or, rather, to keep moving in that direction, it is necessary to point out faults as they come to the attention of the exporting community. That is the way to have them corrected. It is a great pity that someone always rushes in and over-accents a trade fault, and certainly that is a tendency that should be carefully guarded against. But, above all, see that the occasional fault is corrected!

The propagandist often finds material for his campaigns in misunderstandings that sometimes arise between our exporters and the foreign importers. I mean the sort of difference that is likely to come up between the very best of houses even here in the domestic field. When our parties are separated by thousands of miles, the simplest little misunderstandings can develop into bitter disputes and much ill-will result that does no end of harm.

Because of the far-reaching effects of such disagreements the Department of Commerce has put into operation a simple plan for bringing together the parties at odds. Consuls, commercial attachés and trade commissioners in the field and the Washington, district, and co-operative offices at home are a combination that has ended not a few disputes by simply putting all the facts before both parties. Such a settlement not only prevents the spread of ill-will toward Americans, but actually, in many cases, creates positive good will and improves the

situation all around. The Chamber of Commerce of the United States, in co-operation with Latin-American countries, has also worked out a practical and efficient procedure for arbitrating disputes that cannot be adjusted otherwise. I do not wish to give the impression that foreign trade is just one dispute after another, for of course it isn't; but the importance of amicably settling such disputes as do occur cannot be overstated when plans are being considered for forestalling hostile propaganda.

The principal points to keep in mind, then, are these: We must keep the truth about America before the world; we must be alert in running down untruths; we must remember that each of us, each firm and individual, has in his keeping the good name of America and things American; and we must beware of conducting disputes in a manner that will create ill-will.

#### H. J. Grant Publisher of "Milwaukee Journal"

On January 1, Harry J. Grant, who for the past three years has been business and advertising manager of the *Milwaukee Journal*, became publisher of that paper. Prior to his association with the *Journal*, Mr. Grant was vice-president of O'Mara & Ormsbee, special newspaper representatives.

Leonard L. Bowyer, former circulation manager of the *Journal* and recently with the *Des Moines Capital* in a similar capacity, has been appointed assistant business manager. L. A. Webster, for the past year assistant advertising manager, has been advanced to the position of advertising manager. He was formerly advertising manager of the *Omaha World-Herald*, and before that was on the staff of O'Mara & Ormsbee.

#### Swasey With Los Angeles "Examiner"

E. M. Swasey has been placed in charge of all advertising departments of the *Los Angeles Examiner*. Mr. Swasey is widely known among advertising men in all parts of the country. For a number of years he conducted an agency in San Francisco. Then he was Pacific Coast manager of Barron G. Collier and afterwards director of advertising of the Street Railways Advertising Company, with headquarters in New York.

## STABILIZING PRICES

In the midst of rapidly changing prices and the shifting relations of supply and demand, advertising is the surest means of stabilizing business.

The value of the American Fruit Grower in such an advertising task is readily apparent for there is no more direct means of reaching the most prosperous class of farm people—the fruit grower. The annual fruit crops bring over \$600,000,000. No other national journal is devoted to the interests of the fruit grower exclusively.

## AMERICAN FRUIT GROWER

*The National Fruit Journal of America*

Guaranteed minimum circulation, 175,000 monthly

**SAMUEL ADAMS, Publisher**

Advertising Representative  
**JOHN M. BRANHAM COMPANY**

Chicago  
Mallers Bldg.

Detroit  
Kresge Bldg.

New York  
Brunswick Bldg.

Brunswick Bldg.

St. Louis  
Chemical Bldg.

Atlanta  
Candler Bldg.

*Is your  
house organ edited  
from the top down?*

***More Than a Million a Week***

---

---

Your house organ is the voice of your business seeking good will among your employees, urging them to greater efficiency, expressing in relation to them your business faiths and philosophy.

"But nearly all house organs are edited from the top down. By that we mean they tell the employee what the employer wants him to be told. We don't know of any house organ which tells the employer what the employees want to tell him," says the editor of the Voice of Business Page in Collier's for January 18.

Such a house organ would naturally depend for success upon fair play and just wages in the business—and fair play and just wages are really the theme of the twenty-seventh article in this business series, the title of which is: "Good Will and Labor." You will want to read it.

Your advertising is also the voice of your business, seeking good will among the buying public, a better understanding of your product, a more sympathetic appreciation of your service.

# *Collier's*

THE NATIONAL WEEKLY

J. E. WILLIAMS, Advertising Manager.

52                      Year  
More Than ~~a~~ Million a Week

---

# We Are Breaking All Records

Our first two issues of 1919 each carried 50 per cent more advertising than was ever carried in the corresponding issue of a previous year.

Advance sales indicate that the year 1919 will set a new high mark in *The Farmer's* advertising records.

We interpret these facts as proof that advertisers view with the utmost confidence the business prospects for the year 1919.

We believe they mean also that advertisers and agencies generally are recognizing more fully than ever before that this wonderful Northwest is the world's best market, and that it can be covered most effectually by



Webb Publishing Company, Publishers  
St. Paul, Minnesota

Eastern Representatives  
WALLACE C. RICHARDSON, INC.  
381 Fourth Avenue  
New York City



Western Representatives  
STANDARD FARM PAPERS, INC.  
1341 Conway Building  
Chicago, Illinois

*Members Audit Bureau of Circulations*

---

# Are Newspaper Advertising Rates Too Low?

Why Jason Rogers, of the New York "Globe," Believes They Are

By S. C. Lambert

IS this a good time to reconsider the question of advertising rates in periodicals?

It is a period of great changes and readjustment in the business world. Old methods have gone to the scrap heap; new ideas are being introduced everywhere. Businesses are every day reaching higher levels of efficiency and intelligent operation, from which it is confidently believed they will never recede.

Authorities are not lacking who say that advertising rates should be reconsidered now. They declare that such rates in many quarters are not on a scientific basis, and that it is high time that they were put there. They contend that properly figured prices are not only a benefit to the medium but also to the advertiser. And they have much to say as to what constitutes a correct rate, how it is arrived at, and how it reacts to the benefit of the advertiser and in fact the profession as a whole.

Naturally, this question is one on which a blanket discussion cannot be made with any intelligence. Each medium has to be considered separately.

For example, the question of a fair newspaper advertising rate is one upon which whole volumes could be written. As our readers are probably aware, one of the men most active in agitating for a reconsideration of the question of the newspaper rates is Jason Rogers, publisher of the New York *Globe*.

Mr. Rogers has very definite theories about this question, and he regards conditions which prevail in the newspaper world in general to-day as being far from satisfactory. For some months past, he has been conducting an active campaign in favor of his

views, in the course of which he has spent a large sum of money in advertising in the trade journals, circularizing periodicals and advertising agencies, and in traveling about the country to interview newspaper publishers in all sections. We believe, therefore, that a statement of his ideas should be decidedly interesting to readers of *PRINTERS' INK* at this time, whether they agree with Mr. Rogers or not.

## NATIONAL ADVERTISING POSSIBILITIES FOR SMALL PUBLISHER

"I have had only one primary purpose in my agitation of the matter of advertising rates in newspapers," Mr. Rogers told a representative of *PRINTERS' INK*. "Namely, to help the newspaper arrive at a position where its value as a national advertising medium will receive the recognition which it really deserves. I do not refer now to advertising in newspapers with a national circulation, but to the possibility of national campaigns using newspaper space in various sections of the country for the sake of the local circulation in each instance. The short-sighted and in some cases narrow-minded attitude of local newspaper publishers in the past toward national advertising has for the most part prevented the newspaper from being used in the manner and to the extent which its merits as a national advertising medium justify.

"In too many cities, the newspaper publisher has looked upon local advertising as his real source of revenue, and upon his foreign advertising as a sort of 'velvet.' He has penalized the foreign advertiser in many cases with a rate which is too high; and he has hampered the business in other ways which are well known. It

is really a monument to the intelligence of the national advertiser that the papers carry as much foreign business as they do in spite of these handicaps. Taking the United States as a whole, the foreign business in newspapers is only from 10 to 20 per cent of the total lineage. There is no genuine reason why it should not run far higher.

"The average newspaper publisher in the past has been so little of a business man, and has been so completely ignorant of the actual cost of conducting his business, that though most foreign advertising rates have been too high, a great part of the local business has been carried at an actual loss. Some time ago I investigated the department store rates of several hundred newspapers; and I found only four which were charging the stores even as much as the actual cost of production. In every other case, the department store business was carried at a loss and in some cases at a very great loss.

"I recognize very clearly the arguments in favor of carrying department store business in this way. For the great body of women readers of a newspaper, the department store advertising undoubtedly has almost as much if not more news interest than the editorial columns of the paper. I will even concede that under present conditions, a newspaper is justified in carrying this business at a slight loss from the actual cost of production, though eventually the department stores ought to be brought to a position where the newspaper at least breaks even on their business.

"But I am not willing to concede that the newspaper should carry its other miscellaneous local advertising on the same basis. A newspaper is after all a manufacturing business. It should be conducted just as every other manufacturing business is, and should sell its commodity—white space—at a price which covers the cost of production plus a reasonable profit.

"What I am urging upon the

newspapers of the United States, by means of display advertising in trade journals and by circularization of the publishers, is, first, that the smaller local advertisers—say for instance those that use less than 50,000 lines—should be required to pay the same rate as foreign advertising. This is not an argument in favor of the flat rate. Whatever may be the theoretical merit of the latter, I do not want to cloud the main issue of my present campaign by discussing it.

"My proposition merely involves making the same rate to one advertiser as to another *under the same conditions*. This is, with the single exception of the big department store, I think that the rate which applies to any classification of advertising originating locally, should apply to the same classification of advertising originating in the foreign field. The publisher's manufacturing cost is the same in both cases. Why should he feel entitled to take a larger percentage of profit on one advertiser's business than on another's?

#### REALLY "NATIONAL" BUSINESS, EVEN IF LOCAL MAN IS MENTIONED

"The other important modification which I am seeking to persuade the newspapers to adopt, is to grant a commission to advertising agents on business which is really foreign, even though it mentions the name of a local distributor of the advertised product. It seems to me that the policy of most newspapers in refusing to grant an agent's commission if the name of a local merchant is included in the copy, is indescribably short sighted. The great value of the newspaper as an advertising medium lies in its power to create just this sort of tie-up with the local distributor. Through the columns of a local newspaper, it is possible for the national advertiser not only to describe his goods and create an enthusiasm for them in the mind of the reader, but tell him exactly where, in his own town, they are to be had. Surely any advertising man with any intelligence will say

that this constitutes a very valuable function of the newspaper for the national advertiser.

"Why then should the publisher of the newspaper discourage national advertising by refusing to give the agent his commission? It is no imputation against the honesty of the advertising agent to say that this policy puts him under an undue temptation to recommend to his client the use of other mediums. Even ignoring the question of the commission, it costs the advertising agent a great deal more in office overhead to spend \$100,000 for a client in fifty newspapers than in five magazines. In justice to the agent, to his client, and to the newspaper, the matter ought to be arranged so that the expert judgment of the advertising agent as to the wisest method of expending his appropriation, is not clouded by the realization that an expenditure in the newspapers will mean a heavy financial loss to himself.

"I firmly believe (although I am not insisting upon it in my present campaign) that the newspaper publisher ought to allow an agent's commission on all his advertising, both local and foreign, with the single exception of the big local advertiser using 50,000 lines or more, to whom an agent's services are entirely and obviously superfluous."

The specific requests which Mr. Rogers is making of the newspaper publishers are clearly set forth in the following list. It is quoted from a letter, which he sent to all the important newspaper publishers of the United States a short time ago:

"First—I ask that you hereafter enter all advertising on your books at the net rate that it is going to earn for you.

"Second—I ask that you raise your local rate on all advertising any part of which may come as foreign and on all contracts amounting to a use of, say, 50,000 lines in a year, to your foreign rate.

"Third—I ask that you broadly adopt as a policy the allowance of

an advertising agent's commission on all business amounting to, say, less than 50,000 lines in a year and on all business created or developed and handled by an agent.

"Fourth—I ask you to increase your commission allowance to agents 2 per cent to cover increased cost of their service. In any event to make the commission not less than 15 per cent. A cash discount of 2 per cent is ample.

"Fifth—I ask you to sign the enclosed acceptance of the plan, authorizing me to list your paper among those co-operating, for notification to advertising agents generally, at my expense."

In Mr. Rogers' opinion, the policy outlined should be adhered to even though there are no advertising agents in the newspaper cities at the present time. He advises the publisher to "make it easy for outside agents to work up the business for local dealers, or with a local dealer's name, and get compensation for the service they render. If local agents set up in your town, it is up to you to pass upon their financial standing and creative and constructive ability before granting recognition."

Mr. Rogers has undertaken, as his statement indicates, to supply all recognized advertising agents with complete lists of the newspapers which have accepted his five major points. At the moment of writing this article, more than one hundred newspapers have joined Mr. Rogers in his plan, at least in its main outline.

#### WHAT IS NEWSPAPER SPACE WORTH?

Mr. Rogers reports that he finds an astonishing number of newspaper publishers who do not know how to arrive at the cost of production of the white space which they have for sale. His method is a simple one. "Take the figure which represents your gross expenses," he says, "and subtract from this the total circulation receipts. Divide the remaining amount by the number of lines or inches of advertising published and the result is the cost of producing each line or inch." It is,

of course, obvious that this cost of production per line or per inch will vary in different cities. For example, on the Pacific Coast, where high freight rates have to be paid on much of the paper supplies and on presses and other equipment shipped from the East, the cost of production per inch or per line will be higher than in a city of the Middle West, other things being equal.

Returning briefly to the subject of the flat rate, Mr. Rogers remarked that while it is presumably the ultimate ideal and while advertisers and advertising agencies would doubtless welcome it, there are very grave difficulties in the way of its immediate and widespread application.

"I am a believer," he said, "in charging a higher rate to certain types of advertisers who, so to speak, seek to take advantage of the newspaper without doing their share towards supporting it. Take for example, political advertising: I believe in charging a high rate to the political advertiser. Why? Because the newspaper publisher must get out a paper and carry the burden of expense for doing so, 312 or 365 times a year. The political advertiser comes in only ten or twelve days out of that whole number. He asks you to maintain a public utility during the rest of the year for his convenience during a week or so, and it seems to me that by paying a higher rate, he ought to be forced to contribute something toward the upkeep of the publication during those months when he is not an advertiser.

"Similarly, I can see grave theoretical objections to the 'full copy' discount; and yet you will have to change conditions materially before you can do away with it. If some of the newspapers in any city offer a discount providing the advertiser gives them the entire amount of copy published locally, the other newspapers which do not offer a discount are bound to remain at a disadvantage.

"Some publishers have written to me objecting to my plan of al-

lowing an agency commission on foreign business which carries a local dealer's name, and giving what they feel to be quite a plausible objection. They point out that the manufacturer often sends to his local retailer copy which is to be run jointly by the two and paid for jointly. They argue that in that case the advertising agency is not entitled to its commission because the service it has performed does not justify it. That argument seems to me entirely fallacious. The advertising agent after all originated the copy, and put his brains and experience into the necessary preliminary work. Under the circumstances, he is certainly entitled to his commission, at least on that part of the amount paid for by the manufacturer.

"The real difficulty about this whole matter is that the newspaper publisher does not look at the question from an intelligent business point of view. He regards the commission to the advertising agency as an expense to himself, and it is nothing of the sort. One reason for my asking all newspaper publishers to enter advertising on their books at the net rate which it is going to earn for them, is to try to get them to look at this matter from another point of view. It is the *advertiser who pays the agent's commission* and not the publisher. The agent creates business and comes and offers it to the newspaper publisher, whose net rate—his rate that is, less the agency commission—ought to be fixed large enough to cover his expense of operation and allow him a profit. Under the circumstances, it is folly for him to refuse to co-operate with the advertising agent in the creation of new and profitable business for himself. To do so, means that the newspaper publisher is in the position of a manufacturer who tries to be his own wholesaler and retailer as well. His business would be bound to benefit if he would confine himself to the manufacture of white space and would be content to take a manufacturer's profits."

*"Concentration is the Nation's Watchword"*

# The Philadelphia BULLETIN'S Circulation for 1918

January . . . . .	375,486	July . . . . .	434,668
February . . . . .	401,039	August . . . . .	444,351
March . . . . .	409,679	September . . . . .	444,836
April . . . . .	415,056	October . . . . .	479,939
May . . . . .	409,888	November . . . . .	482,935
June . . . . .	425,055	December . . . . .	443,481

Net paid average for the year

**430,614 copies a day**

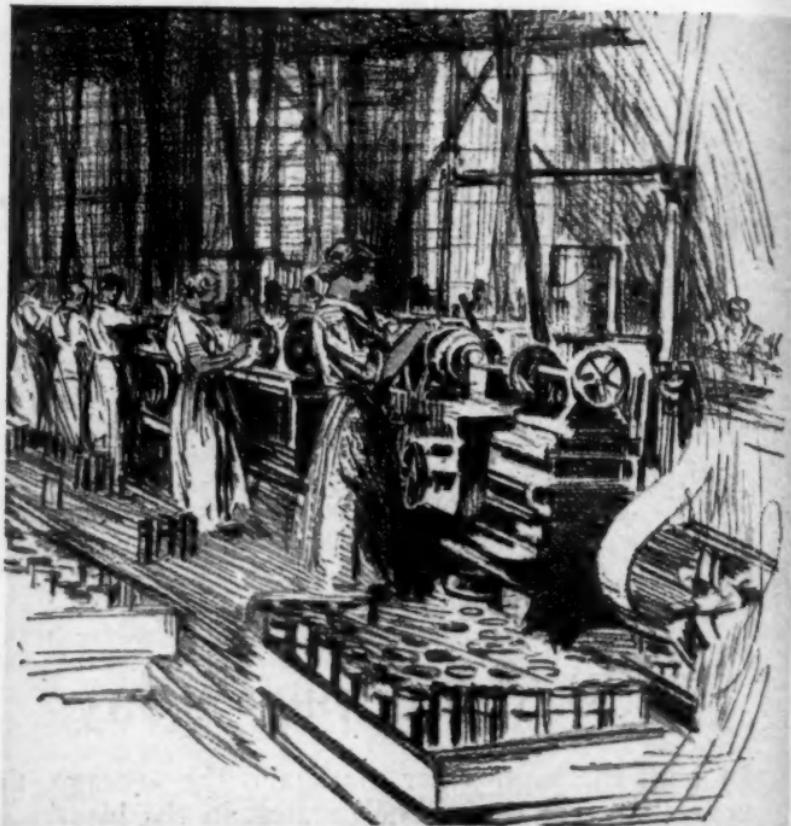
In both the high-water mark and the average, the year 1918 was by far the greatest in the history of the Philadelphia Bulletin.

**Dominate Philadelphia**

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody reads"—

**The Bulletin**

The circulation of the Philadelphia Bulletin is larger than that of any other daily newspaper published in the State of Pennsylvania, and is one of the largest in the United States.



**She earns to spend—on what?**

**I**N ENGLAND an official investigator complains that "The machines designed for men operatives are not proving fast enough for the women that now operate them."

An American automobile man

**Blackman-Ross**

ADVERTISING

facturer employs women in 23 departments. He reports, "The comparative output of women is almost invariably greater than that of men."

Isabel Sloane, Secretary of the National Federation of Women Workers, says: "Women have come from their homes to do men's work in time of war. They are not going to be shoved out or underpaid when peace comes."

Her prophecy is borne out by Civil War experience. Then, for the first time, women in numbers began to clerk and teach school. Since that time their progress in such work has gone steadily on.

The war has probably added 10 million trained workers to the nation's industries. Work is wealth. More work means more wealth.

Women's earnings have stepped up. These earnings promise to be permanent. Women's scale of living advances. Consumption of goods marches on.

As she earns, she spends.

*Is your business ready?*

**Company** **New**  
**95 MADISON AVE.** **York**



## Give Your Store Front the Hallmark of Good Taste—

No one thing will do as much to give your stores—your dealers' stores—an air of quality, an atmosphere of good taste, as a Flexlume Oplex sign.

Raised, snow-white glass letters on a dark background—nothing vulgar or glaring about that, and yet that sign stands out from all others twenty-four hours a day, in dignified strength. Raised white on dark background by day, each letter a steady outlined blaze of light by night. No other sign presents this day and night value, none gives the same air of refinement to the store.

Another reason why many large national advertisers are using Flexlume Oplex signs is because their trademarks can be perfectly reproduced in the Oplex raised glass characters. There is no better way to tie your national advertising to the dealer's door.

Just give us a rough idea of your sign needs and we shall be pleased to send you a sketch showing how your sign will look.

**The Flexlume Sign Co.,** ELECTRICAL ADVERTISING  
1429-46 Niagara St., Buffalo, N.Y.

Pacific Coast Distributors:  
**Electric Products Corp.**  
941 W. 16th St., Los Angeles, Cal.

Canadian Distributors:  
**The Flexlume Sign Co., Ltd.**  
St. Catharines, Ont.

# Will the Fifth Liberty Loan Get Enough Advertising?

Grave Danger Exists That It Will Not, Say Authorities, If Red Cross Experience Is Any Guide

By Douglas Emery

SOMETIME next spring the United States Government will offer to the people the Fifth Liberty Loan.

The amount will probably be five or six billions.

*Will the loan go over?*

Your first and instinctive answer is, "Of course!" All the preceding loans were oversubscribed. Every other appeal of the Government, and every private demand for charity during the war has been met and more than met. Why should anyone insinuate that the people of the United States may weaken just when the end of the whole business is in sight, when even the slogan for the loan is, "Let's Finish the Job"?

The fact is, however, that there are very good reasons for being more apprehensive about the success of the Fifth Loan, than there were for any of the preceding four. Observers who are watching the state of the country closely, report that it is astonishing to see what a general apathy has settled down upon us since the signing of the armistice. It is now clear that the apparent remarkable harmony which existed in the country before the close of the war, was not so much an actual agreement as a great many people keeping still about their grievances for patriotic motives. These people feel that now the pressure of war necessity has been removed, and they are free to speak their minds. Not only that, but they feel they are free to *act* in accordance with their own judgment, and not in slavish accordance with a fiat from Washington.

We do not wish for one moment to be considered as taking an alarmist view of the situation. We have every confidence that the Fifth Loan will be oversubscribed,

providing it is properly advertised. But we believe that it will require a great deal more advertising and perhaps better advertising than has been seen on any preceding loan; and at the present moment there seems a grave likelihood that the proper volume of advertising will not be forthcoming.

As everybody knows, the United States Government did not spend a cent for advertising space for any of the preceding loans. It expended considerable sums, but these were for art work, printing, buttons, flags, etc. The enormous amount of space which was used throughout the country, was in every case patriotically donated by loyal publishers and owners of other advertising mediums, or by equally patriotic advertisers who bought the space and turned it over to the Government.

PRINTERS' INK hears that a few weeks ago the question was being considered whether the Government ought not to buy its advertising space for the next loan. The Government was told that this was not necessary; that the advertising interests and business interests in general would donate sufficient space, as they have in the past.

## ADVERTISING DONATIONS TO RED CROSS

A recent experience casts an illuminating light on the possibility that the confident expectations of the Treasury Department in this regard may be oversanguine. We refer to the experience of those soliciting funds for advertising in connection with the Red Cross Christmas Roll-Call. What happened in the New York district, for instance, indicated what may be looked upon as a change of attitude on the part of many per-

sons whose loyal assistance was utilized in connection with the Fourth Liberty Loan, and is being counted upon in connection with the Fifth. A paragraph or so of history will make the difference clear.

In the Second Federal Reserve District, which includes New York City, donations from private sources were sought to advertise the Fourth Liberty Loan. With very little trouble, contributions were raised of \$500,000 in cash, and \$1,600,000 in space. This huge sum undoubtedly aided the success of the loan in that district. The bulk of the 16,000 individual contributions were made by firms in New York City.

When the Red Cross Christmas Roll-Call was in process of organization, it was decided that a budget of \$75,000 would be adequate for advertising in the metropolitan newspapers. Three thousand firms and individuals in Manhattan were approached with a request for donations for this purpose.

What was the result? Instead of the \$75,000 which was asked for, the best efforts of an energetic committee succeeded in raising only \$40,000. Of the 3,000 business houses and prominent individuals who were approached with a request for funds for advertising, only 500 responded. Putting aside a few big contributions, the average size of the donation from each of these 500 was remarkably small.

The Committee asked from the banks, for example, two dollars per million of deposits. While about forty banks responded, "most of the very largest institutions declined. Most of the large corporations also declined, where heretofore they had been extremely generous."

#### PRIME INCENTIVE IS LACKING

The war note was completely lacking, it is worth noting, in the advertising done in New York. Instead, the usefulness of the Red Cross as a peace time organization was emphasized. Thus one advertisement told the story of

the Red Cross assistance at the time of the famous *Eastland* disaster at Chicago. Another recalled to mind the San Francisco earthquake, while a third mentioned the Halifax disaster. Spanish influenza was the subject of a fourth, and a fifth told of the South Amboy explosion which made such an impression upon New Yorkers. One of the most effective advertisements was headed "Mr. and Mrs. Head-of-the-house—About Big Hearts and Weary Feet" and contained an appeal to the householder to have the money ready for the Red Cross worker, so that he or she would not find it necessary to call a second time. Assurance that the Red Cross will not be demobilized because of the ending of the war, was the subject of a striking full-page advertisement which carried in a box at the left a list of ten famous disasters, in all of which the Red Cross supplied prompt and badly needed relief. Another piece of copy headed "Join" made this powerful appeal:

"If you are a man, join the Red Cross for what it has done for women—for the destitute and stricken when disaster suddenly takes away the breadwinner.

"If you are a woman, join the Red Cross for what it has done for little children—the Greatest Mother in the World to thousands made motherless by disaster and war.

"Men and women of New York! What would the world be without the Red Cross and what would the Red Cross be except for its membership? . . .

"You will join because you love the Red Cross, but when you join and pin upon your coat the button, the insignia of the world's most noble order, remember you have done no common thing. You have stepped into the fellowship of an organization which the whole world salutes with deepest veneration."

It is interesting to know that the results in New York would not have been nearly so successful, were it not for the active and enthusiastic co-operation of the ad-

vertising profession itself. Not only were cash donations to the advertising fund made by advertising agencies, publishers, street cars, outdoor, direct mail and other interests, but assistance of other sorts was freely offered. The Blackman-Ross Advertising Agency undertook the entire responsibility of writing all the copy for New York papers and produced, almost over night, a series of striking advertisements. Generous donations of space were made by Ward & Gow, the O. J. Gude Company, the Thomas Cusack Company, the Van Beuren and New York Billposting Company, New York City Car Advertising Company and the Interborough and allied interests which contributed special posters in the subway, elevated and surface car lines in Manhattan.

Advertising men who were in the thick of this campaign from start to finish express themselves freely to PRINTERS' INK as being deeply apprehensive regarding the

success of the Fifth Liberty Loan, if an attempt is made to "put it over" on the same basis as the previous loans. They believe that the business interests in general will be found far more reluctant to donate money for advertising purposes than they would during the war; and they believe that it has never been so important as it is today for the Government to consider putting aside an adequate advertising appropriation with which to pay cash for the advertising space it will need.

#### Goes With Tracy-Parry

John J. Flaherty, for fifteen years a member of the staff of the *Dry Goods Economist*, New York, as art and service director, has become associated with the Tracy-Parry Company, Philadelphia, as vice-president.

#### Secures "Princine" Account

The Southern Manufacturing Company, Richmond, Va., maker of "Miss Princine" baking powder, has placed its advertising account with the agency of Cecil, Barreto & Cecil, Inc., Richmond.

# The George L. Dyer Company 42 Broadway New York



Newspaper, Magazine  
and Street Car Advertising

Publicity and Merchandising Counsel

# Is the Rising Cost of Printing Justified?

Union Officials Say It's Just a Hint of What's to Come

"WHEN prices go up the advertising man cuts out his before dinner cocktail—and the printer's family does without butter on its bread. We want to see better shows than the ten-cent movie and won't be content with sitting in the gallery either. . . . We are looking for control of industry. And when we get it, there won't be so many college men living on the fat of the land by the sweat of our brows. We may even set a scale of wages for the employer. And judging by the evidence, some of them will get pretty slim envelopes."

These are a few of the variegated remarks delivered with somewhat forceful oratory—albeit with a touch of veiled sarcasm—at the January meeting of the Technical Publicity Association, held at the Martinique Hotel, New York, January 9. Members of the association and guests, fondly hoping prices of printing and engraving would drop when commodity prices seek a normal level, had their expectations rudely shattered. Predicting on the other hand, still further increases, representatives of the Engravers' and Pressmen's and Feeders' Unions sought to justify their attitude by the fact that present wage schedules do not permit a standard of living commensurate with the rights of life, liberty and the pursuit of happiness.

Peter J. Brady, representing the Engravers' Union, in explaining the recent activities of the union, stated that investigation had proved that employers did not understand the photo-engraving business, so the union was compelled to take things into its own hands. "When called upon to explain methods of cost finding," said Mr. Brady, "facts were disclosed which I should be ashamed to relate." Moreover, the union did not intend to permit any per-

son either directly or indirectly to endanger the welfare of his employees by selling below cost. Hence the recent minimum rate scale of engraving—with which advertising men are only too familiar.

"Don't think that we are going to stop at these increases," Mr. Brady told his audience. "We shall ask for further adjustment in the near future and you can be assured of a forty-four-hour week effective in 1920. We may even set a schedule of wages and working hours for employers. We may say that for the amount of business done, the firm has too many salesmen. We may say that instead of chasing copy over from customers, customers will have to chase it over to us.

"We do not propose to permit our employers to make exorbitant charges for engravings, either. We will depend upon the efficiency of the employing firms to make money. And we advise you not to start any more litigation, for, believe me, you will have to pay for it in the end."

## ASKED FOR A LIVING WAGE

The views of James J. Bagley, of the Pressmen's and Feeders' Union, were similar, although expressed differently. His plea was not so much the right "to send our children through high school and college," as Mr. Brady put it, but that the printer has never in the past got a living wage. "Many revolutions are started on an empty stomach," Mr. Bagley said. "If our men are to starve to death, they would rather do it out of work. The piece of liver we bought in 1914 at seven cents a pound has now jumped to twenty-one, and where our families with three or four kids formerly had three pounds, they must get along with one. Living expenses have gone up from 65 to 70 per cent during

Many years' experience has shown that the bigger the man, the more interested he is in Leslie's.

Better-than-average people are harder to reach than average people.

*So, we pay our subscription salesmen extra for the extra effort necessary to reach these better-than-average prospects.*

We pay a 10% extra commission for "rated sales"—subscribers whose substantial place in their community is proved by a listing in one of the seven great national business and professional directories:

Bradstreet's  
Dun's  
The Bankers' Encyclopedia  
Polk's Medical Directory  
Martindale's Lawyers' Directory  
Polk's Dentists' Directory  
Who's Who in America

Four out of every ten subscribers to Leslie's are listed in these directories.

*And current editions are over 500,000*

# Leslie's

*Illustrated Weekly Newspaper*

L. B. FERNALD, ADVERTISING DIRECTOR  
New York—Boston—Chicago—Seattle



*In this week's Leslie's, Norman Hapgood, president of one of the associations fostering the League of Nations, vigorously presents his own and President Wilson's point of view of the movement.—Equally vigorously, the editor of Leslie's takes issue with Mr. Hapgood, and advocates Senator Lodge's plan.*



## Have You the Interpreter?

**Y**OUR business has a message for the public. It is an important message—a message differing from that of your competitors. Seek the interpreter who can aid you in expressing the big thought and ideal that has made your organization.

Critchfield & Company have been notably successful in conveying to the public an understanding of the scope and the ideals of American Business.

Their experience makes them worthy interpreters of your message.

# Critchfield & COMPANY

CHICAGO

DETROIT

NEW YORK

MINNEAPOLIS

BOSTON



the years of war, but we only got 57 per cent advances. So we still have 8 or 12 per cent coming to us.

"The question is not so much 'Is the Cost of Printed Matter Justified,' but have you been charged enough? While the employers granted us 57 per cent raise, they only charged you 40 per cent. So you can read the handwriting on the wall. We are looking for control of industry, and are not going to stop even if we have to put the printing business out of existence. We now have an unemployment problem on our hands—but it doesn't mean lower costs. Our union lost 512 men from drafts and voluntary enlistment, and now these boys are returning home, we have practically completed a part time system to give them a chance to exist.

"Moreover we are preparing plans to take over any plant that goes under—to prove that a firm can pay a living wage and still make money."

#### EMPLOYERS STATE THEIR CASE

Speaking independently, Edward Epstean, an employing photo-engraver, explained the rise of the Photo-Engravers Union into power, through trade and technical publications assisting unions to entrench themselves in thirty establishments. And it was these shops, according to Mr. Epstean, where the poor cost systems, referred to by the first speaker, prevail. "I do not criticise the action of the union in taking steps to protect themselves. Their work calls for a long apprenticeship, and the employers' service, too, cannot be measured by the square inch, the pound or the gallon. The employers have been criticised for accepting the dictates of the union. But when a man puts a gun up against your tummy and commands you to shine his shoes, you do so—with-out losing your self-respect. Moreover, we have been forced to raise prices, not only because of high costs of labor but increases in raw material prices.

"The key to the situation is collective bargaining—and the stupid engravers are just finding it out. But it must be done with justice and equality. If advertising men are underpaid, it is because they do not have a similar system."

F. C. Stevens, representing the employing printers, told of costs of paper, twine, paste, rollers, metal, etc., soaring skywards from 30 to 200 per cent, and the fact that for years past, printing cost-finding has been on a haphazard basis. He explained that even though the war and action of the unions had not forced prices up, they would automatically have increased due to the adoption of the Standard Cost-Finding System. "During the ten years preceding 1914, remarked Mr. Stevens, "printing costs to the employing printer had increased from 30 to 40 per cent. Yet due to faster machinery and improved efficiency, the selling prices remained the same."

Milton Towne, "the buyer of printing" listed on the programme, expressed an opinion that high prices would put printing into the luxury class, and that advertisers would turn to other forms of publicity.

Toward the end of the meeting, there was a sporadic attempt at heckling, but in all justice it must be related that the union representatives or the representatives of the employing printers and photo-engravers were not easily intimidated and "acquitted themselves proudly." Some caustic remarks crept in occasionally with a slight hint at personalities directed at "the college men" and "the editor at my left" who tried to reconcile union demands with the wage scale in other technical industries. At times the tables rocked with laughter, but the meeting was far from facetious, although many people entered the banquet room with the expectation of hearing "the Tom Cat yowl." Mr. Lindsay, President of the Association, acted as toastmaster, and displayed considerable agility in wielding the gavel, which had to be rapped vigorously to pre-

serve order. At the conclusion of the meeting a rising vote of thanks was extended the labor leaders for presenting their views and expressing a desire to co-operate with publishers and advertisers.

"Wages won't come down even if commodity prices drop," said Peter J. Brady, and James J. Bagley voiced the sentiment that the laboring man has got to be shown that prices are going to stay down for good, before he will be willing to talk adjustment. "When we were invited here we expected to meet a lot of whiskered high-brows. But you look like real humans to us. It is the first time the unions have been asked to meet with the advertisers. We think we both can learn a lot from getting together, and are always willing to co-operate in an effort to improve conditions."

### French Advertisers Looking Abroad

**FRANCE-EXPANSION**

Service de la  
Technique des Affaires  
23, Avenue de Messine  
Paris

PARIS, 17th December, 1918.

*Editor of PRINTERS' INK:*

"France Expansion"—Technique des Affaires—is a combine of the leading French advertisers with a view to promote their mutual interests, and more especially in foreign countries.

Please to send us a specimen number of your magazine and a subscription blank which we will return you with a remittance.

We try to enter into business intercourse with first-class advertising agencies and national circulating papers and periodicals. Could you help us in this respect?

We will gladly reciprocate any kindness shown to us.

**FRANCE-EXPANSION.**

### Death of Samuel W. Meek

Samuel W. Meek, assistant treasurer of the *New York Times*, died January 8, following a year's ill health. He was born in 1864.

Before he became associated with the *Times* in 1917 Mr. Meek had been connected with the following publications: *Nashville, Tenn., Baptist and Reflector* and *Confederate Veteran*, *Cleveland Plain Dealer* and *Leader*, *Washington Herald*, *Richmond Virginian*, and *Philadelphia Press*.

### More About Advertising on Packages

NEW YORK, January 4, 1919.  
*Editor of PRINTERS' INK:*

It might surprise some folks who are interested in advertising to learn of the number of people who do not avail themselves of the opportunity for publicity for their product which is available at low cost by printing the outside of their shipping carriers. This is by no means confined to those who do not advertise, as will be found by checking up this matter a bit.

I discussed this the other day with a floor-covering manufacturer who uses a great deal of advertising space, apparently at considerable cost, to reach consumers and dealers. His opinion was that because his dealers unpacked their goods on the sidewalk or in their receiving room very soon after they were delivered there would be no "circulation" for an advertisement carried on his package.

Following this conversation, I made an investigation from which the following developed: That these goods frequently were shipped long distances, across the continent by various routes and to foreign countries. They were in transit for considerable periods of time. In part they were distributed through jobbers who carried them cased and in stock together with like goods of other makes, similarly cased and distinguished only by small lot, grade or shipping numbers. They were reshipped in L. C. L. and handled by many lines and forwarding or trucking companies.

Reaching the retail dealer, they sometimes stood on sidewalks or receiving platforms for considerable periods where people were passing constantly. After uncasing, the cases were sold to second-hand dealers, where a printed advertisement might continue to circulate through the long and varied life of some particular piece of wood. Tracing one case of this floor covering from the factory to the sales floor of a dealer and carefully estimating it was found that over 1,000 possible buyers had an opportunity closely to observe this carrier. Freight handlers, train men, truckmen, drivers, actually passed this case around. They were found to be 100 per cent prospects for this particular thing.

Would this circulation be worth anything? I would be interested in what you think and what some of the readers of *PRINTERS' INK* might think of this.

A. W. ANDERSON.

### Werner G. Smith Company Appoints Agency

The Werner G. Smith Co., Cleveland, has placed the Powers-House Co., advertising agency of the same city, in charge of its advertising account. The Smith company's product, "Linoil," a core oil for foundries, will be featured in color pages in technical papers and by direct-mail methods.



Rely on this Label

MANY advertising men and printers have a mistaken impression that Mill Bristols can be used only along certain limited commercial lines. It is because they are not familiar with

### DOVE MILL BRISTOLS in all of their various grades and tints

—And thereby they are missing a great deal of practical, professional help which should be theirs. Dove Mill Bristols are made by the originators of Mill Bristols and are the standard of quality for America in this branch of paper making. Their use frequently secures that desired "unusual" tone in advertising and artistic printing.

*Get samples from your jobber or direct from us and discover this fact for yourself.*

**George W. Wheelwright Paper Co.**  
**BOSTON, MASSACHUSETTS**



## CALUMET BAKING POWDER

Through the use of Painted Display Bulletin Boards the United States Army and Navy have made Calumet Baking Powder a favorite among the men.

The United States Army and Navy have made Calumet Baking Powder a favorite among the men.

Painted Display—permanent—distinctive is advertising—the *Last Word* at the point of purchase.

CHICAGO

Thos. C. USA

Largest Advertising Company



## BAKING POWDER

millions and millions, this old established product  
among the housewives of many cities.

Now placed the seal of approval on Calumet

alive is the highest type of direct connective  
agent of purchase.

G. Sack Co.

NEW YORK

Company in the World

# NATIONAL PETROLEUM NEWS

*Published Every Wednesday*

Publication Office  
812 Huron Rd., Cleveland

402 Cosden Building, Tulsa  
50 East 42nd St., New York

## Oil—A Mammoth Market for Motor Trucks\*

Truck Advertisers Now in National Petroleum News

Acme  
Duplex  
Federal  
G. M. C.  
Gramm-Bernstein  
Kissel  
Pierce-Arrow  
Selden

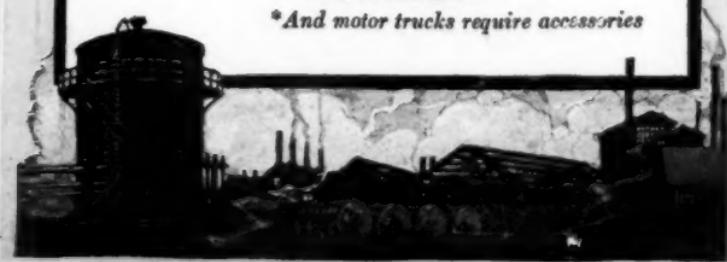
THE Petroleum Industry of the U. S. requires (a) 10,000,000 gal. gasoline and kerosene tank-wagon and motor-truck capacity per day.

(b) 1,500,000 gal. daily cartage capacity for lubricating oil.

(c) Heavy and light haulage capacity adapted to heavy pumps, pipe, and drilling supplies in the producing fields. (Texas right now is drilling hundreds of wells a month—average cost, \$40,000.)

Is it any wonder that eight representative truck builders are seeking this market through NATIONAL PETROLEUM NEWS—the only oil paper which protects them with an A B C Audit.

\*And motor trucks require accessories



# When Your Salesmen "Knock" Your Advertising

How Runkel Brothers, Inc., Makers of Cocoa and Chocolate, Have  
Solved This Puzzling Problem

By Bruce Bliven

EVERY manufacturer who uses national advertising to back up a force of his own salesmen calling on jobbers or retailers realizes that there is one potentially weak link in his chain—namely, the attitude of his own salesmen toward his advertising, its general purpose and its specific details.

Though we usually speak of national advertising as consumer advertising, everyone who has gone beyond the primer class in regard to this subject knows that one of its important functions lies in creating what might be called "dealer-acceptance." The dealer after all is a human being actuated by the same set of motives as the ultimate consumer himself. He responds to the arguments of your advertising copy in a double sense—first, as an ordinary individual interested in learning the facts about your goods, and second, as a business man, who must estimate the possible effect of your consumer advertising upon his own customers, and decide whether it is to his interests "to co-operate or to obstruct." The more powerfully your advertising impresses him, the greater the probability of his favorable response in both these capacities.

Just here is where the mental attitude of the salesman calling on the merchant becomes such a vital factor. Personal, word-of-mouth arguments from a man whom you know, and whom you perhaps regard as your friend, are bound to have greater force in determining your action than is the argument of a printed advertisement, no matter how skilfully prepared. The delicate flowers of faith, confidence and good will which your advertising has planted in the heart of a merchant may be killed in a twinkling by a freez-

ing blast of discouragement from the lips of your own salesman who perhaps does not understand your advertising and is not in sympathy with it.

As a matter of fact, this attitude on the part of the salesmen is almost the normal one to be expected. We become like those with whom we associate most. Did you ever stop to think that your salesmen spend ten times as many working days absorbing the atmosphere of the merchant as they do imbibing the ideas of the factory? The prejudices and narrowness of the retailer unconsciously become a part of the nature of the salesman and unless he has an exceptionally strong character, it becomes increasingly difficult for him to stand out firmly in favor of his own house's point of view and against that of the class of men among whom he really lives and works.

#### RUNKEL'S SALESMEN ARE ENTHUSIASTIC

This difficulty, common to so many advertised businesses, has been faced and conquered by Runkel Brothers, Inc., of New York, makers of Runkel's Cocoa and Chocolate. This house, which has been making "the cocoa with that 'chocolaty' taste" for forty-eight years, is, as PRINTERS' INK's readers are aware, a national advertiser of long standing. Its merchandising efforts each year are built round the national advertising campaign and one of the most important tasks of its salesmen is to explain the house's advertising policy, and how it helps the retailer to dispose of the company's various products. In fact, so completely is this the case, that some time ago the advertising to the trade in each locality contained a

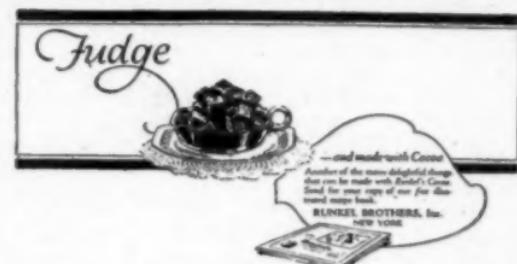
photograph of the salesman who was to call on these dealers with the simple statement that "This man will call on you to explain the Runkel advertising for the coming year." Nothing was said in this advertisement about the salesman's having an incidental purpose up his sleeve of trying to sell goods!

It is easy to see that the success of sales efforts of this sort might be jeopardized if the salesman in question was not actually sold on the idea of the national advertising campaign, enthusiastic about it, and able to talk intelligently to the dealer about the co-operation which is necessary on his part. The company employs a force of between 80 and 100 men, and each of them is given an unusual degree of responsibility in connection with his territory. For instance, he is supposed to be a sort of assistant credit man, turning back to the home office constant credit information about his customers. His interest in this matter is shown by the fact that very often he voluntarily undertakes to make collections among those who are a little slow in paying. Carbon copies of all important correspondence between the home office and the dealers are sent to the salesman involved.

But even with the unusually intelligent type of salesman required for this sort of work, there is bound to be a certain proportion who do not understand advertising, are not in sympathy with it, and are certainly not in a position to present it to their customers from a favorable point of view. The story of how Runkel Brothers have met and overcome this difficulty is, therefore, one which should be of unusual interest to

all national advertisers, whether their product be automobiles, baby carriages, incubators, or what not.

The solution of the problem has been found, so far as this manufacturer is concerned, by inventing the position of "traveling representative of the advertising department" and putting in a man well qualified to fill it. This man is in the first place thoroughly well sold on advertising as a business force. He believes in it to the extent that he is willing to preach it as a sound business pol-



Cocoa, for cooking, must be absolutely pure. Runkel's, the cocoa with that "Chocolatey" taste is the purest of all cocoas. Use it in cooking in place of baking chocolate—it goes further—last longer and saves time, trouble and expense.

## Runkel's

*the COCOA with that  
"Chocolatey" Taste*

*for Drinking and  
for Cooking too  
because it is so  
pure*



There is a simple reason—all cocoas are not alike. But only a pure cocoa is true to its name. Runkel's is the only true type of cocoa with shells and beans of the finest quality, because it is made from the best beans in the world. There is no substitute in a cup of coffee, or in a dessert, for Runkel's, and it is a delight.

FROMOTES SALE OF COCOA BY ADVERTISING FUDGE RECIPE

icy. In the second place, he knows all about the company's current advertising. At the beginning of the season he spends enough time in the home office to get a thorough knowledge of the coming season's campaign, in all its details. Especially does he familiarize himself with the opportunities afforded in the way of dealer helps for the coming year.

This man, therefore, goes out on the road at the beginning of each season, and spends his time traveling around with the various salesmen, both those calling on the wholesalers and the specialty men

who call on the retailers. He talks advertising to these salesmen, in and out of season. He goes with them while they call on their customers, and he talks advertising to the customers. He not only helps the retailer to select the dealer helps which will be of the most use to him, but he goes back to the store and while the salesman for Runkel Brothers watches him, he gets permission to set up a model window display himself. When he has an opportunity, he talks the advertising to the retailer's own salesmen, and not infrequently he has a chance to talk to the jobber's salesmen along the same lines.

Naturally, in "selling" the advertising policy to the house salesman, he suits his tactics to the personality of the man with whom he is speaking. Some of the salesmen are well sold on advertising and always have been. What these men want is actual information about the advertising plans for the coming year, which the traveling advertising man is in position to give them. Others of the salesmen are still somewhat inclined to quote the moss-grown point of view of the retailer that "if you would put the advertising appropriation into giving the retailer greater profits, he would push your goods harder, and therefore, make bigger sales than the advertising can." The traveling advertising man gets right down to cases on these matters and shows the fallaciousness of such a viewpoint.

"We believe that this plan contains a real solution of the familiar problem of keeping your road salesmen in a spirit of full understanding and co-operation with your general advertising plan," a representative of the company tells PRINTERS' INK. "The familiar alternative is, of course, to bring all the salesmen together at the home office once a year for a convention, and then in the course of a half a day or so attempt to pump them full of enthusiasm about the advertising plan. In our experience, however, this plan has difficulties which our present scheme has

not. We notice that when the average salesman comes into New York or Chicago for the annual convention, his mind is a lot more set on having a good time than it is on getting acquainted with the advertising policy. He is thinking more about the Winter Garden than he is about 'full pages in color with which to create consumer demand to react on the dealer.'

"Moreover, an ounce of demonstration is worth a ton of theory. You will always find here and there a salesman who declares that it is impossible to sell the dealer on the house advertising policy. The best way to convince a man who is in this frame of mind is to let him see another representative of his own house doing the very thing which he said could not be done."

#### FURNISHES INFORMATION ABOUT COCOA AND CHOCOLATE

The plan outlined is, of course, by no means the only string to the company's bow when it comes to educating the road salesman as to the house advertising. Every one of these men carries with him constantly a small leather bound loose-leaf book called "Runkel Dealer Co-operation Book." This book is addressed in part to the salesman and in part to the dealer. From time to time, new pages are sent out to be added to it containing recent and valuable information about the market for cocoa and chocolate, new and forceful arguments for the salesman to use, photographs and descriptions of dealer helps and so on. Incidentally, the manufacturers do not like the words "dealer help." They said so in a recent addition to this salesman's manual as follows:

"We don't like the words dealer help. The material we are offering our dealers this season cost \$10,000 in cash and a great deal of hard work. Unless a dealer really intends to use this material, we prefer not to have him ask for it."

Here is another quotation from this manual, which shows the in-

timate and friendly, yet forceful tone in which this organization talks to its men about the ever serious problem of getting the co-operation of the dealer:

"From all the preceding pages you see how we are everlastinglly doing our best to help the dealer.

"Do your customers realize this? Do they feel that we are honestly and faithfully standing by them, that we are working hard to make their Runkel sales easier and bigger all the time?

"It is your plain and simple duty to help them in every possible way. Show them how to get the most out of our advertising—the greatest amount out of our contests—and then make them recognize the value of our special dealer helps.

"Take that splendid cutout, for instance, shown on the second following page. It's expensive. There is something that every grocer will be proud to have in his window, and then put it on his counter. Folks passing his store, simply can't help seeing it. And its suggestion is so forceful that the grocer without any question must get more business through it.

"Then the window poster (Special for to-day)—the grocer who neglects to put it to use, is missing a golden opportunity! Because—it not only helps him sell more Runkel's—no, sir—it helps him sell OTHER GOODS besides—whatever he wishes to push strongest. A help like this is certainly playing the grocer's game—isn't it now?"

And this exhortation to the salesmen winds up:

"Great Scott, man—could we do more to convince your customers that we are with them through thick and thin?"

#### INTIMATE HOUSE-ORGAN HELPS

Still another device for keeping the house and the salesman in close contact has just been instituted in the form of a little semi-monthly house-organ called "Team Work." We can safely recommend the methods used to "sell" the idea of this house-organ to the sales force as an example of

diplomacy and tact worthy of Machiavelli in his palmiest days! The house realized that the salesman must take an active interest in the house-organ and must not feel that it is merely something foisted off on him by the house, if it is to "get to him" in the manner necessary for real effectiveness. The first issue of this publication, therefore, was merely a single mimeographed sheet, having apparent evidence of having been "scratched off in a hurry." It merely announced that Runkel Brothers were thinking of issuing a little house-organ, that the name applied to it was only a temporary one, and that they would welcome suggestions of other and better names from the salesmen, who were also cordially invited to send in editorial "contributions" of their own. The first paragraphs of this first issue are worth quoting here as an example of how to establish the right tone in a house organ from the very beginning:

"This is the first issue of a little intimate house-organ which we plan to publish semi-monthly. While it is printed in most modest form, its ultimate aim and goal, as shown in our creed, is anything but humble. It will not be written in the most perfect English, nor according to all the rules of the masters of literature, but it will contain matters of interest and of importance to all of us. It will contain matters of help or value or it won't be issued at all.

"How successful this little sheet becomes, will depend on how you all like the idea of it and how much you all help towards its success, by sending in items which all of us would like to know about; such, for instance, as sales experiences, concrete cases showing how a difficulty was overcome and the sale made; some good sales points brought out by a dealer, unconsciously perhaps; what you have done to put Runkel in, where Runkel was out; some plan in any way affecting the greater sale of our goods, which you have operated successfully."

The second issue of "Team Work" was a little more preten-



Recent advertisements in THE PEOPLE'S HOME JOURNAL have been held up as examples of the highest achievement in commercial color work. Our ultra-modern color equipment insures uniformly perfect impressions, the utmost artistic effect and mechanically perfect results.

## A *Triple* Alliance

The advertiser who secures color representation in THE JOURNAL combines in his announcement the attraction of beauty, the certainty of a responsive audience and the sales-producing potency of an All-the-Family appeal.

The People's Home Journal  
NEW YORK

*For 34 Years the Magazine for Every Member of the Family*

# To Personally Report Opportunities in France

THE RE-ESTABLISHING of business on a peace basis in France, Italy and Belgium and the reconstruction of towns, factories, railroads and farming in the war areas give our manufacturers vast opportunities that need immediate attention. The AMERICAN EXPORTER has sent two of its staff abroad to personally report these opportunities promptly and at first hand to advertisers in our French edition.

## This Will Constitute a Reliable Reconstruction Trade Service

Conducted personally by the editor of the AMERICAN EXPORTER, who will sail in January for five months in those markets, and who has made many similar trips in the past for the AMERICAN EXPORTER.

Assisted by another official of the AMERICAN EXPORTER, who is now in France with the American Expeditionary Forces. His release from the Army has been granted, so that he will be free to cooperate with the editor.

The following cities will be visited, on which detailed reports will be furnished:

France: Paris, Lyons, Marseilles, Bordeaux, Lille, Strasbourg, Metz (Alsace-Lorraine).

Italy: Milan, Turin, Genoa, Naples, Rome, Bologna.

Belgium: Brussels, Antwerp, Ghent, Liege.

These AMERICAN EXPORTER reports to our advertisers will analyze trade conditions in each locality and give details concerning the leading business houses.

No markets are more important just now for American manufacturers, or offer greater possibilities, than France, Italy and Belgium.

During the period when those markets will be readjusting themselves to peace conditions, and will require to form many new connections with American manufacturers, our representatives on the ground will make it possible for you to be in touch with the trade reorganizations there and receive advices promptly by becoming a client of the "American Exporter." The special service you would be entitled to includes:

- (a) Reports on trade conditions and opportunities for your lines.
- (b) Lists of "who's who" among merchants and large buyers in your trade in each market.
- (c) Investigations and recommendations as to your prospective agents.
- (d) Suggestions as to methods and policies to be employed in pushing sales.
- (e) Recommendations to local merchants of specific American goods.

The services rendered in the course of this tour are without charge to advertisers, and are in line with numerous previous tours made by members of the staff of this publication in the past 14 years.

# Report Reconstruction ince Italy and Belgium

Through these tours we are enabled not only to directly assist our advertisers, but our entire editorial and foreign trade service policies and methods are kept abreast of conditions.

## Facts to be Considered About the AMERICAN EXPORTER

- 1 The second largest journal in the world in number of advertisers. Over 1,000 continuous clients. This publication in the past three months has grown 22% in circulation and 50% in advertising.
- 2 Now in its 42nd year. The export advertising which is carried in its columns is thus not experimental. The AMERICAN EXPORTER has all the established position that is absolutely essential for the advertiser to accomplish the fullest results. We have gone through decades of apprenticeship in preparing for the greatest possible service at this time.
- 3 Published in separate English, French, Portuguese and Spanish editions, circulating in all foreign markets among the leading business houses that buy American goods.
- 4 We offer our advertisers a service of translations of correspondence in any language, credit reports, selected names of leading business houses in any line and any market, weekly confidential bulletins of export opportunities, copy-writing and information on any specific export subject or problem, and reports from our representatives when making tours such as the one here advertised.

*Let us send you detailed explanation of our complete service and sample copies*

## AMERICAN EXPORTER

*Established  
1877*

17 Battery Place, New York

# THE NEW YORK GLOBE

America's Oldest and Most Virile  
Daily Evening Newspaper

Offers the national advertiser a most profitable opportunity for addressing the one-tenth of the great Metropolis with money to buy goods.

The Globe stands 100% strong in the confidence of its large army of readers and has inspired in them confidence in the advertising it prints.

The Globe does not accept or print offensive or fraudulent advertising and it prints no "cures" or "get-rich-quick" fake offerings to fool its readers.

The Globe's advertising rates are fair rates and absolutely identical to all advertisers, "foreign" or "local," for the same volume under the same conditions.

*The Globe is a progressive newspaper closely co-operating with its advertisers and the advertising agents*

# THE NEW YORK GLOBE

MEMBER  
A. B. C.

JASON ROGERS  
Publisher

NOW OVER  
180,000 A DAY

tions, consisting of several mimeographed sheets bound together. It carried at the top of the first page the creed already referred to, which appeared also in the first issue and which was as follows:

"Issued to our Sales Force and any others interested. Published for the avowed purpose of helping to make Runkel Brothers, Inc., through fair and progressive methods, the leader in our industry. Nothing less."

The request for names for the house-organ, made in the first issue, bore fruit. In the second issue more than twenty suggested names were given and the salesmen were requested to write in and express their own preference among those on the list.

#### APPROPRIATION INCREASED

The company's advertising appropriation for 1919 will be about \$100,000. The backbone of the advertising effort is full pages in several colors in some of the women's magazines, followed by smaller space in black and white in the same publications. Street-car cards and newspaper advertisements are also used in various cities throughout the United States, the amount of advertising and to some extent its character being dependent upon local conditions.

It is interesting to know that the size of the appropriation, and some of the general principles of the sales plan, are the result of what might seem to be a shrewd piece of prophecy. Last August some of the company executives held a council of war and decided that it was time they laid their business plans on an assumption that the great conflict in Europe would not last very much longer. They did not know when it would come to a close, but they felt it was wiser to assume that it would soon be over and then change their plans if they were wrong, than to take it for granted it would continue indefinitely and then find themselves "all at sea" if peace came suddenly. The firm had heavy Government contracts and was at that time unable to fill all of its domestic orders; yet in the

face of this situation it decided upon a \$25,000 increase in the advertising appropriation, to be effective immediately.

It was decided to centre the sales efforts this coming year on Runkel's cocoa. In connection with the well known slogan "The Cocoa with the Chocolaty Taste," they worked out what might be called a "cross-reference" motto, namely: "cocoa to cook with—the kind you drink," and "cocoa to drink—the kind you cook with."

In its early stages, the present advertising campaign emphasized the value of cocoa for use in wartime. The public was told that by the addition of cocoa many "war substitute" dishes are made more palatable.

In copy now appearing, and in the future advertising, the war note is, of course, absent. Each advertisement describes some attractive dish in the making of which cocoa is a prominent ingredient. The recipes for one or two popular dishes are quoted in full in the advertisement, and the copy urges the housewife to send for a dainty recipe book (which has been carrying a special wartime supplement). The purity of the cocoa is emphasized in this story, and an interesting experiment to prove this is suggested. "All cocoas 'settle' in the cup," the copy says. "But only a *pure* cocoa is free of 'sediment.' 'Sediment' is that mixture of cocoa with shells and kernels of the cocoa-beans ground up into the cocoa.

"There is no sediment in a cup of Runkel's—and a cooking test with Runkel's will 'delight you.'

The housewife is also told that this make of cocoa contains the correct amount of cocoa butter for ready digestion and easy assimilation.

A complete set of color proofs of the current advertising has been bound into a book which is carried by all the road salesmen. The first page of this book gives a list of the periodicals, including the newspapers, in which the advertising is appearing or will appear. The dealers are told that

when Runkel's has obtained a 60 to 70 per cent distribution in any city, newspaper advertising will be placed in that city, the quantity and character of the copy depending upon the local situation.

The lesson to be drawn from this advertising campaign is clear cut and important. If any business house should be in a position to take it for granted that its road salesmen understand and appreciate its advertising, Runkel Brothers, with their forty-eight-year history certainly should be that one. Instead of resting on its oars, however, the house makes a strenuous and intelligent effort to keep its men constantly sold on the question of its national advertising and its relation to the dealer. The success with which this policy is meeting is in itself sufficient evidence that here is a vital business policy, which no national advertiser can afford to overlook.

### Hart Schaffner & Marx Alleged Infringement

A bill of complaint has been filed against Joseph W. Smith & Sons, New York, by Hart Schaffner & Marx, Chicago, in the U. S. District Court for the Eastern District of New York for alleged infringement of trade-mark. The mark in question is the Hart Schaffner & Marx figure of a Herald or Trumpeter on horseback, which has been strongly featured in advertising and used as a label on the company's garments since its adoption several years ago.

The New York company appears to have been labeling clothing of its make with a silk label bearing a mounted figure carrying a flag on which the letter "S" appears. The maker's name does not appear on the label.

### Rosenheimer Advanced with Belber

Arthur Rosenheimer, for three years in charge of the company's trade-promotion work, has been appointed advertising manager of the Belber Trunk & Bag Co., Philadelphia.

### To Advertise Goodwin Corsets

S. H. Camp & Co., Jackson, Mich., have placed their advertising account in charge of Vanderhoof & Co., Chicago. Women's publications will be used.

### "Quick-Turn" Copy for Waterman Pen

The L. E. Waterman Company, New York, maker of Waterman fountain pens, put through an enterprising stroke in advertising to the American soldiers in France immediately after the armistice. The advertisement, which appeared in several of the newspapers published in English in Paris, was headed "Your Home Letters," and said: "From now on we hope you will be able to write more frequently to your parents and friends."

"Your letters have a value far greater than you possibly realize."

"Write and tell of the many interesting things you and your comrades have witnessed or taken part in."

The copy went on to emphasize the value of the Waterman pens for the soldiers' correspondence.

While this copy was appearing in France, the company was putting through another "hurry up" advertising plan in the United States. This was in the form of a 24-sheet outdoor poster which showed the map of Europe with the change in the territorial situation brought about by the armistice's terms. These maps had been prepared in advance and were all ready for the final addition showing the neutral zone established on the eastern border of Germany. Within forty-eight hours after the news reached the United States, the posters were ready for display. They appeared in all the large cities throughout the United States, using twice as much space as had ever been used for publicity of this sort by the Waterman company.

### H. M. Graves Opens Office in New York

Harry M. Graves opened offices in New York January 1, for the purpose of rendering a service to advertisers which will enable the sales department to work in full co-operation with the advertising. Mr. Graves was engaged early in 1918 by Montgomery Ward & Co., of Chicago, in sales promotion work. Before that, for several years, he was with the Atlas Advertising Agency of New York. He also was associated with several manufacturers as advertising or sales manager, particularly the McCrum-Howell Company and the Heminway & Sons Silk Company.

### "Scotch Snack" Advertised in Canada

A new fish food called "Scotch Snack" is being merchandised in Canada and advertised to the grocery trade. "Scotch Snack" is said to be made from "one of the most original Scotch recipes for Bloater Paste." It reaches the consumer packed in glass jars in two sizes, which will retail at 30 cents and 50 cents. The new product is being put on the market by Argyll Bute, Limited, of Montreal.

**MR. T. L. BRIGGS**  
has been elected to the presi-  
dency of P. F. Collier &  
Son, Incorporated, to succeed  
the late Robert J. Collier.

\* \* \*

Mr. Briggs comes to Collier's  
from the Remington Arms-  
Union Metallic Cartridge  
Company, of which he has  
been advertising manager and  
of whose executive staff he  
was a member during the  
war period.

His early years were spent  
in the reportorial, editorial,  
business, and advertising de-  
partments of New York State  
and New England news-  
papers. He was recently made  
chairman of the executive  
committee of the Association  
of National Advertisers.

***Collier's***  
**THE NATIONAL WEEKLY**

**A Stickler for Form***Drawn for JUDGE by Pvt. DON WOOTTON, Camp Sherman, O.*

*Officer—Why didn't you salute me?*

*Colored Rookie—'Cause Ah was told not  
t' salute officers with a cigarette in ma mouth,  
suh.*

One hundred and eighty-four humorous short stories, satires, pleasantries, skits, jocular paragraphs and items of amusement and entertainment make up an average issue of *Judge*. Fifty-four of them are illustrated.

This wealth of cheerful reading matter is brought to *Judge's* readers from the pens and brushes of the leading humorists and artists of the world.

Current editions of 210,000 supply cheerful reading to over a million of the humor-loving American public each week.

# Judge

L. D. FERNALD, ADVERTISING DIRECTOR  
New York—Boston—Chicago—Seattle

# Tire Company's Historical Road Bulletins

Interesting New Use of Outdoor Advertising—Some Curious Effects on Autoists

MOTORISTS in New England, New York and California have had their interest aroused recently by a novel painted bulletin, reproductions of which have been erected at various head-on locations along the highways.

The signs, which are from forty to fifty feet in length and from fourteen to eighteen feet high, are in the form of a big open book. Across the top of each page is the running cap-

States Tires are Good Tires," arranged in four lines. To the extreme right appears a huge inkstand in which is thrust an old-fashioned quill pen.

The bulletin is of such an unusual character that automobile tourists who are ever on the lookout for points of interest to add to the pleasure of their trip, slow down or stop to read the historical reference, which, of course, varies with the location



ONE OF THE HISTORICAL SIGNS

tion, "History of the United States." On the left-hand page attention is called to the fact that within a mile or two from the spot is situated a place of historic importance, about which a few words are given. The opposite page shows the picture of an automobile tire and carries the inscription in large letters "United

of the sign. Many of them visit the places mentioned and thus add to their knowledge of important events in the pioneer days of that part of the state through which they are journeying.

Although these signs are not illuminated at night, not a motorist passes whose searchlight does not flash its rays directly upon

the highly colored bulletins as it rounds the bend of the road opposite which they stand. As the text matter on each board is never the same the curiosity of the traveler is kept ever alert and he is always eager to read the inscriptions upon them. The form of the bulletin was designed by Irving Bromily, of Providence, R. I., who was recently appointed general manager of the O. J. Güde Co. of New York, which has erected nearly a thousand of these signs in New England and California.

The locations are selected with great care. Sometimes they are recommended and appropriate data furnished by historical societies or old settlers with long memories. More frequently, however, the material is supplied by the research department of the United States Tire Company. The interest developed among people living near the places where the signs are placed is considerable. If the artists who do the painting make a mistake in punctuation or in the use of capital letters the company is certain to be told of the fact by local correspondents or by motorists. In one instance a bulletin was made to say that within a mile or two from the spot where it stood, a man famous in the early history of the state had lived for *seven generations*. The error was quickly discovered and for the next week or two an avalanche of letters from all parts of the state calling attention to it poured into the office of the company.

While traveling in Southern California for the purpose of selecting desirable locations for the bulletins, the sales manager of the O. J. Güde Company was asked by a local agent if he would like to place one of the signs on the grounds of a nearby Spanish mission church.

"Like it, of course I would like it," replied the manager, "but what's the use of talking about it? We couldn't get the necessary permission from the church authorities."

"I think I can arrange it," the agent replied.

And sure enough, within a few hours he secured a letter from the priest in charge of the old church, in which the latter wrote that he would be very glad to have the company erect a sign on the church grounds because it would call the attention of passersby to the old Spanish place of worship and arouse their interest in the work of the missionaries among the early inhabitants of Southern California. When the bulletin was put in place and the *padre* viewed the inscription he himself had written, he was delighted with it. The fact that one-half of the fifty-foot sign was an advertisement of a rubber tire he did not regard as in the least objectionable.

#### REAPED HARVEST OF SILVER

A few miles from Providence is situated Babbitt's Farm, the scene of a massacre of settlers by Indians in the pioneer days of the State. A short distance from the place one of the tire signs was erected, upon which reference to the farm was made. A few weeks after it was put up the woman who lived in the old Babbitt house, which is still standing, complained of the annoyance caused her by automobile parties who visited the place and wanted her to show them around. They took up so much of her time that she could not attend to her household duties. She therefore asked the company to remove the bulletin.

A diplomatic representative who was sent to see her suggested that if she would charge visitors fifty cents apiece for showing them around she could add materially to her income. The woman was so much impressed by the suggestion that she adopted it at once and during the next three months picked up more money than the farm produced the entire season.

It is the intention of the United States Tire Company to extend the use of the historical bulletin to many other states the coming summer.



**"KINGS and Kaisers may have made wars  
for glory and aggrandizement, but the  
common soldier has always fought for Peace."**

Page 69  
Hearst's Magazine for January

Hall Caine

MOST magnificent of all the messages that have come to us across the seas is Hall Caine's "Babylon The Great Is Fallen!"

Not even our own President has achieved a more exalted ideal. And in no Nation has speaker or writer ever summed up in clearer or more convincing words what War has done—and what a proper Peace can do!

"Lying out on the battlefield in his agony, the  
soldier has always had a dim consciousness of  
a day that was coming when the bloody busi-  
ness for which he was dying would be done."

Is not that vision about to be realized at last, asks Sir Hall Caine. The time has come, argues the great Englishman, for the noblest of all empires—the Empire of Humanity!

IF you are not interested in the opinions of the world's great thinkers, you won't want Hearst's this month or any other. But if you want—in their own words—what real world leaders have to say, don't fail to read Hall Caine's "Babylon The Great Is Fallen" in the January Number of

**Hearst's**  
*A Magazine with a Mission*

ON  
CONCERT  
SOCIETY  
ILLINOIS  
WHEEL  
WHIRL  
DO YOU KNOW THESE  
DY  
TER  
Eagle  
ing Son  
RA  
YES  
EYD  
FIRST  
CESS  
EAR  
H  
MORE  
TION  
NER  
Partners  
BORDONI  
FRENCH  
BREAKFAST  
Palace  
Garden  
TOPPS  
TOM  
World Business is Coming  
Grand  
Home Page

Believe This  
ON  
CONCERT  
SOCIETY  
ILLINOIS  
WHEEL  
WHIRL  
DO YOU KNOW THESE  
DY  
TER  
Eagle  
ing Son  
RA  
YES  
EYD  
FIRST  
CESS  
EAR  
H  
MORE  
TION  
NER  
Partners  
BORDONI  
FRENCH  
BREAKFAST  
Palace  
Garden  
TOPPS  
TOM  
World Business is Coming  
Grand  
Home Page

TONIC  
PAI  
FOR THE JEW  
GREATEST  
AMERICA  
THE PALLIONE  
HARRY LAUREN  
GRO. M. COHEN  
WILLIAM COHEN  
WEISS & PITZ  
BLAUMANN & CO.  
CLIFFORD COHEN  
CHENG SAU  
Prior  
Page 69

FOR  
LAD  
LOE  
TO-I  
DE RALE  
PALMER  
WANER  
IN A  
RIV  
STORY OF A  
BOWLES FA  
TEN  
TOM  
PRE-1

## Marmalade Selling Plans Are Formulated

California Fruit Growers Exchange  
Adds Three New Sunkist Products—Sampling Campaign Will Be Undertaken in Connection With Magazine Coupons

From "The Sunkist Courier" for January

PLANS for selling and advertising the three new Sunkist products—orange marmalade, grapefruit marmalade and orange jelly—were completed at a series of conferences held at the Exchange office in Los Angeles last week. Marmalade Sales Manager W. B. Okie, who arrived from New York and was in Los Angeles for several days, left immediately after the conferences to make arrangements with distributors and salesmen throughout the country.

The new Sunkist products will be distributed through a limited number of wholesale grocers in each district. Representatives of the Exchange will call upon the retail trade but orders they will obtain will be referred to the nearest wholesale distributor for filling.

Magazine color pages will form the backbone of the introductory advertising campaign—the first pages appearing next March in the *Saturday Evening Post* and *Ladies' Home Journal*. The advertisements for the entire campaign have already been prepared by the Exchange advertising department and are being shown to the trade in attractive portfolios.

Each magazine advertisement will bear a coupon, which, when detached and mailed to the Los Angeles office will entitle the sender to a "breakfast-sample" jar of marmalade. It is anticipated that Sunkist marmalade will be introduced into approximately 50,000 homes within three months in this way. Retail grocers will be given the names of their customers who have asked

for samples. Letters, circulars, recipe booklets and other material will be mailed to consumers and to the retail and wholesale trade according to a carefully pre-arranged schedule. The leading retail trade papers will also be used for a limited amount of advertising and an attractive easel display provided for grocers' windows or counters. This display card provides a space of just the right size so that an actual jar of marmalade can be inserted to form a part of the illustration.

The first announcement of the marketing of Sunkist marmalade has already been made in the form of 1,000,000 lithographed announcement cards which have been packed in boxes of Sunkist oranges so as to reach grocers throughout the country during the next few weeks.

It is felt that Sunkist marmalade enters the national market at a most satisfactory time. During the past four years the American sweet-tooth has called for more preserves of this kind than ever before because of the restrictions on sugar consumption. Thousands of soldiers have tasted marmalade for the first time in the army rations and have learned to like it. Habits have thus been formed which are likely to endure. Furthermore, there is a scarcity of the popular foreign brands of marmalade on the American market just now, due to the prolonged restrictions on imports.

It is pointed out that Sunkist marmalade has already received the public vote of approval, it having been sold for three years under the name "Crawford's" and scarcely at any time during this period was the supply equal to the demand.

---

### Cossitt Sales Manager of Strouse-Baer

A. M. Cossitt, recently with the Pyrex sales division Corning Glass Works, Corning, N. Y., and formerly advertising manager of Van Zandt, Jacobs & Co., Troy, N. Y., is now sales manager for the Strouse-Baer Company, Baltimore.



- o The 120,000 wage earners and salaried employees of Cleveland earning an average of \$5 a day, have an aggregate of \$600,000 every day to spend for things they need or want.

All of these well-paid workers who read any morning paper must read the PLAIN DEALER, the only 7-day-a-week morning paper serving the million people concentrated in the Cleveland shopping area.

You secure *undivided* attention in Cleveland's newspaper-reading homes when you utilize the home influence of Cleveland's first and only morning paper.

## The Plain Dealer

First Newspaper of Cleveland. Sixth City

*Eastern Representative*  
JOHN B. WOODWARD  
Times Bldg., New York City

*Western Representative*  
JOHN GLASS  
Peoples Gas Bldg., Chicago

# The Birmingham News Has No Rival

In December It Printed 940,646 Lines Of Advertising  
Record For Dec., 1917, And An Excess Of 82,361 Lines

December added another remarkable chapter to the story of the 1918 achievements of The Birmingham News. The closing month of a record-breaking year piled up the magnificent and previously unapproached total of 940,646 lines of paid advertising as a fitting capstone to its success and prosperity. The great tide of prosperity that flowed throughout the year in the Birmingham District reached its crest in the most wonderful holiday trade ever enjoyed by a Southern City. This prosperity found an unfailing gauge in the advertising columns of the three Birmingham newspapers. The comparative December advertising record of these newspapers, expressed in lines, shows how both local and national advertisers made use of the opportunities afforded them by the unprecedented prosperity of this district in rounding out their year's business:

The Age-Herald		THE NEWS		The Ledger		
	1918	1917	1918	1917	1918	1917
Local	429,842	400,526	771,680	611,352	286,930	315,238
Foreign	71,470	58,072	168,966	100,072	70,168	56,854
Total	501,312	458,598	940,646	711,424	357,098	372,092
Gain	42,714		GAIN	229,222	Loss	14,994

It is interesting to note that not only did The Birmingham News fall but little short of the million lines mark in December, but that it gained nearly a quarter of a million lines over its record for the corresponding month of 1917. Its gain of 205,422 lines in November, according to the statistical department of The New York Evening Post, placed The Birmingham News fourth in point of gain among 89 leading newspapers in the 18 principal cities of the United States. Just where its greater gain of 229,222 lines, or more than 32 per cent, for December will rank it remains to be seen. That it will be found well toward the top of the list seems a safe forecast. For the month the Age-Herald gained 42,714 lines and The Ledger lost 14,994 lines. Here is how the total lines of the three Birmingham newspapers compares for December:

The Birmingham News . . . . .	940,646
The Age-Herald . . . . .	501,312
The Ledger . . . . .	357,098
Age-Herald and Ledger combined	858,410
Excess of THE NEWS over Age-Herald and Ledger combined	82,236

For the month The News carried greatly more than double the advertising printed by The Ledger, the excess being 583,548 lines, or more than 162 per cent. The News also approximately doubled The Age-Herald, its excess being 439,334 lines, or nearly 90 per cent. The News' excess over both of its competitors combined was 82,236 lines, or nearly 10 per cent. Varying only in degree of pre-ponderance, local and national advertisers throughout the year thus expressed their preference for The Birmingham News as the best medium for reaching the great buying public of the prosperous Birmingham District. That they have been doing this in increasing measure for years is proof a-plenty that they have found it profitable. And, it is well to remember, they have consistently paid a higher rate per line to The News than to either of its competitors.

Member Audit Bureau

Advertisers Can Dominate Birmingham—At ONE COST—By Concentrating In THE NEWS

**The Birmingham News**

*The South's Greatest Advertising Medium*

# No Records To Break But Its Own

**Advertising--A GAIN Of 229,222 Lines Over Its Own  
82,36 Lines Over BOTH Competitors COMBINED**

Without exception, merchants of the Birmingham District found 1918 their greatest year in business. Prosperity was fairly rampant, and so great was their retail trade in December that many merchants found it necessary before the holiday rush was over to hurry to Eastern and Northern markets in search of more goods. Liberal advertising played an important part in this epochal business. The merchants all used more space in the three daily newspapers than ever before in their history, and their plans for 1919 call for still larger expenditures for publicity. In December as in November these local merchants bought more space in The Birmingham News than in both of its competitors combined, the excess for December being 54,908 lines. Here is how they divided their patronage among the three Birmingham newspapers:

<b>The Birmingham News . . . .</b>	<b>771,680</b>
<b>The Age-Herald . . . .</b>	<b>429,842</b>
<b>The Ledger . . . .</b>	<b>286,930</b>
<b>Age-Herald and Ledger combined</b>	<b>716,772</b>
<b>Excess of THE NEWS over Age-Herald and Ledger combined</b>	<b>54,908</b>

Again in December national advertisers evidenced their abiding faith in the prosperity of the Greater Birmingham District by record-breaking purchases of newspaper space and their marked preference for The Birmingham News as the surest medium for turning that prosperity to the best account in marketing their products. During the month these master space buyers used 168,966 lines in The News, an increase of 68,894, or approximately 70 per cent, over the corresponding month of 1917, and an excess of 27,328 lines over both of its competitors combined. That many of these advertisers used The News exclusively is strong proof of their belief that this newspaper thoroughly covers this great and growing field for their purposes. Here are the foreign advertising scores of the three Birmingham newspapers for December:

<b>The Birmingham News . . . .</b>	<b>168,966</b>
<b>The Age-Herald . . . .</b>	<b>71,470</b>
<b>The Ledger . . . .</b>	<b>70,168</b>
<b>Age-Herald and Ledger combined</b>	<b>141,638</b>
<b>Excess of THE NEWS over Age-Herald and Ledger combined</b>	<b>27,328</b>

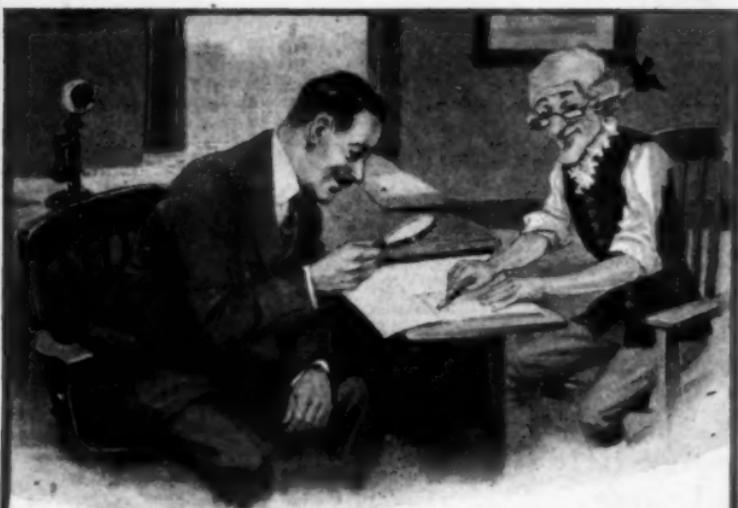
Once more The Birmingham News presents a perfect score on all the accepted tests of dominance in its field, including that of classified advertising. During December it easily maintained its great and long-established prestige as the classified medium of Birmingham, printing 1,597 more separate and distinct want ads than both of its competitors combined. The News' total was 9,682 ads; the Age-Herald's 5,491 and The Ledger's 2,684. This mark of a newspaper's wide popularity and productive influence among the masses is well understood and properly appraised by intelligent buyers of display space the world over. It carries with it the most striking evidence of the responsiveness of a newspaper's readers to the messages it brings them from day to day. The News' total classified business for December was 98,518 lines.

## Bureau of Circulations

# Birmingham News

Greatest Newspaper

**KELLY-SMITH CO., Foreign  
Representatives, 220 Fifth Avenue,  
New York; Lytton Bldg., Chicago**



## Scratch it with a Knife

**N**OTE how the coating is amalgamated with the paper itself. You can't scrape off the enamel without shredding the fibres of the stock beneath it. This is characteristic of

## White Mountain Enamel

Now you understand why White Mountain Enamel does not "pick" when properly handled in the press room. Heavy masses of ink and the most delicate tracing of half-tone details are alike transferred to the smooth surface of White Mountain Enamel with flawless precision.

*When you have inspected our White Mountain Enamel demonstration book you will specify this sheet for your finer catalog work.*

**THE WHITAKER PAPER COMPANY**  
CINCINNATI, OHIO

Birmingham Detroit Atlanta Richmond, Va.

Bay State Division—Boston  
Smith, Dixon Division—Baltimore

New York Office  
505 Fifth Avenue

Chicago Office—Continental &  
Commercial Bank Building



# Advertising Is Best Way to Secure a Good List

An Experience of a Jewelry Mail-Order House

FROM time to time mail-order houses are importuned to buy lists of names to which to send catalogues. It is often a great temptation when some customer of the house writes in and says he or she—generally she—can furnish a list of the names and addresses of the better people of the town, most of whom she knows personally, who are sure to be interested in the catalogue, and once they were introduced to the house, should prove good customers.

It is the writer's experience and observation that these lists, purchased at random, seldom pan out in sales. Yet newcomers in the mail-order field almost invariably "fall" for these lists until they learn better from expensive experience.

The propositions always sound so attractive, and it is very easy to convince oneself that surely there will be *something* in the catalogue to appeal to almost every person on the list. Indeed, the more one thinks of the possibilities of getting new customers and fat orders from these "better people of the town," the more promising the possibilities grow.

What generally happens?

Well, here is a typical case, related to the writer by the proprietor of a mail-order jewelry business:

A woman in North Carolina, the wife of the leading preacher in a small town which boasted no good jewelry store, wrote in and, first reminding the proprietor that she had been a customer of the house for many years, explained that she was trying to raise a little money for the missionary society. She suggested that if this house would send her seventy-five catalogues she would personally call on the leading families of the town and deliver a catalogue to each, explaining that she had long been a customer of this particular house

and had found its goods and service very satisfactory indeed. Her letter went on to say that she was personally acquainted with, or at least known to, practically all of the women in these homes and her word would be an excellent introduction. She would do all this for five cents per catalogue to raise the \$3.75 needed for her contribution to the missionary society.

It certainly looked good: A personal introduction to seventy-five of the best families in a small town by the wife of the leading minister—for \$3.75! And better still, the Christmas season was just ahead; the catalogues would arrive at the psychological moment.

## JUST ONE ORDER FROM SEVENTY-FIVE CATALOGUES SENT

"I fell for it," said this mail-order jeweler. The catalogues were sent and within a short time the minister's wife sent a carefully prepared list of the names and addresses of the women to whom she had delivered the catalogues.

Several months later, long after Christmas, a check-up was made to see how many of these people had ordered. To the proprietor's amazement and chagrin just one order had been received, and that for \$4.00! The catalogues had figured to cost about 12 cents each, or \$9.00; the express had cost him \$1.35, and the distribution by the minister's wife \$3.75, making a total cost of \$14.10 for a four-dollar order!

Later on the list was checked up again but no new sales were recorded; the town showed just two customers, the minister's wife and the woman who had sent the \$4.00 order.

"And that," said this mail-order man, "is typical of the results every time we 'fall' for these lists. Some time we may learn to let them alone. Other houses may have better luck (though I doubt

it), but we get burned every time. I've come to the conclusion that a name is of little if any value to us, no matter how good a name it may be, unless the person behind that name made the initial move to get acquainted with us through seeing our advertisements, or else acting on the recommendation of some friend. And this North Carolina experience convinces me pretty well that you can't successfully *buy* the recommendation of friends in wholesale lots.

"In fact, the more I experiment with special schemes for building up business, and with lists of people who are strangers to the house, the more I become convinced that, while perhaps some specialties may be sold to promiscuous lists of people with some measure of success, for a mail-order merchandise business like ours periodical advertising is the cheapest and most effective way of building up our mailing list."

### Shredded Wheat Company to Take Back Soldiers

FRED MASON, president of the Shredded Wheat Company, told some interesting advertising history in the course of his recent address at the annual convention of the American Specialty Manufacturers' Association at Cleveland. Speaking of the manner in which the cereal manufacturers had co-operated with the Food Administration during the war, he said:

"When a group of cereal manufacturers were called to Washington and told that they must operate under restricted production, Mr. Hoover met all these men personally and made a personal appeal to their co-operation in the great work he had undertaken. Could any patriotic manufacturer refuse him? Our own company had just given advertising contracts amounting to nearly \$400,000 to newspapers for a national advertising campaign. This advertising had run about fifteen days when Mr. Hoover made his per-

sonal appeal for food conservation. There was no use of advertising if we could not supply the demands created, so we had to cancel by telegraph contracts with all these newspapers covering nearly all the cities and towns of the United States.

"And right here I want to take off my hat to the newspaper men of America. As the result of this experience, my opinion of newspaper publishers took a long jump skyward. A finer example of loyal Americanism and business optimism I have never seen. The publishers not only took their medicine like men, but nearly everyone of them took the trouble to write our director of publicity a letter commanding our patriotism in stopping all publicity during the war, and giving expression to a lofty optimism and good cheer."

Mr. Mason stated that the Shredded Wheat Company would take back every returned soldier who left the organization to go to the front. "His job is waiting for him," he stated. "If he lost an eye, we will give him a glass one; if he lost a leg we will give him a new one."

### Ruthman Will Join Gilman & Nicoll

On February 1 A. G. Ruthman will become a member of the firm of Gilman & Nicoll, newspaper representatives of New York and Chicago. He will be associated with the western office.

For two years past Mr. Ruthman has been with the Erwin & Wasey Company, Chicago. Previous to this he was connected with the Scripps McRae newspapers.

A. W. A. Stuck, who was with Gilman & Nicoll before he joined the army at the outbreak of the war, and who was taken prisoner, is expected to return to his former position in the near future.

### Manages Tampa Office of Thomas Agency

Frank Kay Anderson, formerly of Chicago, now has charge of the Tampa, Fla., office of The Thomas Advertising Service, Jacksonville, in the absence overseas of Major Hamilton R. Horsey, the manager. Mr. Anderson is owner of the Bartow, Fla., *Courier-Informer*, and retains general supervision of that paper.



# THE Baltimore Sun

MORNING

EVENING

SUNDAY

*Growth in Volume of  
Advertising*

**1918--19,578,672 Lines**

Gain over preceding year almost  $3\frac{1}{4}$  million lines.

**1917--16,389,500 Lines**

Gain over preceding year  $1\frac{1}{4}$  million lines.

**1916--15,126,417 Lines**

Gain over preceding year 3 million lines.

**1915 -- 12,008,276 Lines**

Gain over preceding year  $1\frac{1}{2}$  million lines.

**1914—10,491,204 Lines**

**GAIN IN FIVE YEARS**

1913 total compared to total for year 1913

**$9\frac{1}{4}$  MILLION LINES**

---

Paid { 163,900 Daily (Morning and Evening)  
Circ. { 124,000 Sunday

December, 1918, Average.

# THE Baltimore Sun

*In the Year 1918*

**50.7%<sup>OF</sup> ALL Automobile  
Advertising**

published in Baltimore  
Newspapers\* appeared in

**The Sun  
(Morning & Sunday)**

This total includes 44 per  
cent. of the display, and  
63 per cent. of the classi-  
fied Automobile Adver-  
tising.

\*Morning and Sunday Sun, Morning and Sunday American, Eve-  
ning and Sunday News.

---

Paid {163,900 Daily (Morning and Evening)  
Circ. {124,000 Sunday

December, 1918, Average.

THE  
**Baltimore Sun**  
MORNING and SUNDAY

*In the Year 1918*

DISPLAY

Total Lineage 6,541,903  
Gain - - - 718,492

CLASSIFIED

Total Lineage 4,595,465  
Gain - - - 926,792

*Total Gain*  
1,645,284 Lines

---

Paid { 163,900 Daily (Morning and Evening)  
Circ. { 124,000 Sunday

December, 1918, Average.

THE  
Baltimore Sun  
EVENING

*In the Year 1918*

DISPLAY

Total Lineage 4,886,779  
Gain - - - 802,853

CLASSIFIED

Total Lineage 3,554,525  
Gain - - - 741,035

*Total Gain*  
1,543,888 Lines

---

Paid { 163,900 Daily (Morning and Evening)  
Circ. { 124,000 Sunday

December, 1918, Average.

# TRUTH is a despot

In  
Philadelphia  
she is  
served  
faithfully by

THE  
PHILADELPHIA  
RECORD

*"Always Reliable"*

# Painless Parker Says He Won An Advertising Victory

In His California Fight He Forced the "Ethical" Dentists to Advertise—Views His Advertising as a Social Service

By Painless Parker

[EDITORIAL NOTE:—This article is an answer to one published in *PRINTERS' INK*, December 19, entitled "Dentists Use Advertising to Uphold Standards." The battle in California was joined between the "ethical" dentists and the "unethical"—i. e., those who, like Painless Parker, advertised for patients—when an attempt was made to amend the State law in November's election, so that new dentists going into California could dispense with the formality of an examination. The dentists used the forbidden weapon, advertising, to win the victory which the voters gave them.

Dr. Parker recently changed his name, legally, from Edgar Randolph Parker to Painless Parker.]

IN discussing the recent campaign for a change in the dental laws of California, and the reasons therefor, I am going to try to make all my statements sound just as if I was telling the truth.

I admit that under the rules heretofore regulating the practice of dentistry it was not professional to advertise in public journals, or to use printers' ink generally, but I refused to play the game as the so-called ethicals wanted it played. I believe in advertising and can see no reason why a dentist should not offer his services and product to the public just the same as a maker of watches, or shoes, or corsets, providing always that he can deliver the goods as represented.

Dentistry is practiced for the purpose of making money; altruism and philanthropy have no more place in it than in any other commercial proposition. As the business has been, and is now conducted, there are two means of attaining the end, that of the so-called ethicals, and my own. The former caters to what is known as the "exclusive" class, the element of society that is able to pay high prices. For this sort of dentist the fewer there are in business

the better his opportunities. This sort of dentist advertises, too, but not as I do. He joins lodges, clubs, societies and churches; his wife unites with the social organizations and the women's clubs. My field is among the 80 per cent who cannot pay excessive prices for dentistry and who statistics show now neglect their teeth. I reach and attract them to my offices through educational advertising, with the newspaper my favorite medium.

I am not seeking the patronage of the rich few. One reason is that I conscientiously object to being put in the "my dentist" class. But the main point is that to succeed I must handle a large volume of business, making possible reasonable prices yet allowing a small margin of profit. Nor am I worried over the so-called "ethical" getting my trade any more than I am fretting about my getting his.

I am doing in dentistry what Ford is doing in the automobile business. I am not turning out dental Mercers, Packards and Pierce-Arrows, finely upholstered, gilt stripes around the chassis and silver hubs on the wheels, but a brand of dentistry, sound, reliable, reasonable in price and of the variety that "gets there."

I have to do good work to keep in business. If I did not, my customers would abandon me and I would have been out of business long ago. I accomplish this by organizing my forces in a most thorough manner, standardizing my methods and product, specializing in the various branches of dentistry, properly capitalizing my business and using advertising at a rate synonymous with "all the traffic will bear."

I don't object to the so-called ethical playing his game, but I

don't want him interfering with mine. In fact if he advertised as I do he would have more business than he could handle with one pair of hands. A factory that turns out thousands of pairs of shoes daily is warranted in advertising, but a man working alone at a bench, no matter how excellent his product may be would be overwhelmed with orders if he adopted the advertising methods of the factory.

But the so-called ethical persists in hampering me in my work, knowing all the time he cannot handle it himself. Presume the cutting up of a fat beef. Dr. Ethical grabs off the loins and the choice cuts where most of the juicy steaks and roasts are for his share. But having done so he tells Painless Parker he must not touch the quarters, ribs and brisket because it isn't "ethical" to handle the cheaper cuts.

Here are two lines of dental economics and I ask in all fairness, which is better for the public? As a matter of fact both should obtain, but the other fellow says, "Nay, nay, Pauline." Why? He doesn't know; only "it isn't ethical."

I don't criticize the so-called ethical for catering to the wealthy, and refraining from advertising his business as I do mine, because advertising might bring to his office at the same moment the lady who is having her incisors enameled and her laundress and that would be genuine embarrassment indeed and might cause the lady to seek another dentist. But I want to enlarge my business, because it must grow to fill its field, and to enlarge it I need more dentists and when I get more dentists I can do more advertising.

#### PARKER CLAIMS THE VICTORY

To get more dentists I advocated a change in the law, so that practitioners from other states—and there isn't a commonwealth in the union where the laws are not ample for the protection of both people and practitioners—might come here and work for themselves or others without having to twiddle their thumbs six

months dancing attendance upon a state board of seven so-called ethical dentists. To bring about that change I started an advertising campaign and before the fight was out of its short clothes, the so-called ethicals were forced to admit that advertising by dentists was not un-ethical, but legitimate.

We had a merry little romp together, too. We did not carry the amendment, but we put \$167,000 into the coffers of the newspapers, \$100,000 of which was perfectly good, hard-earned "ethical" coin. We polled 200,475 votes out of a half million cast and we demonstrated the value of advertising to the so-called ethicals by the fact that of the twenty-six propositions on the ballot, only two had a larger vote.

Nor was this all, for in forcing the so-called ethical boys to use advertising—and they went to it like a kitten to a hot brick—we taught them the value of publicity and demonstrated the educational value of dental advertising, because a boom in dentistry followed which brought money to their pockets and my own. I got mine back and I presume they had a proportionate measure of success.

Hitherto the so-called ethicals had profited by my advertising without expending any money themselves. But in this case I quit playing the part of the blind hen scratching worms for the other fowls to gobble and made them sit in.

Hence the statement that the so-called ethicals won a wonderful victory is a mis-statement. It was Painless Parker and the newspapers who have won, for we have compelled a hide-bound organization to abandon its traditions and have knocked a hole in their barbed wire defenses. While no one believes that they will indulge in publicity in the near future, their declaration that advertising was legitimate stands, though it was simply a sop for the press and a temporary base from which to conduct their campaign. Until they revoke their action, paid publicity by dentists in California is not unprofessional, but entirely legitimate.

# THE ELKINS INTER-MOUNTAIN

HERMAN G. JOHNSON, Sole Owner

MEMBER ASSOCIATED PRESS

Published Every Evening Except Sunday by  
The Inter-Mountain Printing Co.,  
413 Davis Ave., Elkins, W. Va.

TUESDAY, DECEMBER 17, 1918

## INTER-MOUNTAIN FORUM

### A NEW YEAR WISH

Mr. Editor:

We are on the eve of the greatest act in the great war, the act of peace negotiations. Our President, as he stated in his first address in Paris, represents not himself, nor Congress, but the great American Nation, that is, us, the people. What he does we in the last analysis must approve. How can we approve unless we know; how can we know unless we read and think? And we need to read from the best authorities. No paper in this country surpasses The New York Times as a National and International medium of the best news. This paper is too big to be partisan, too widely circulated to be provincial. Any man who wants to get at the progress of the Peace Conference will find its pages filled with the observations of the best that the newspaper profession can produce. The reporters are scholars and experts. A home that can lay this paper on its tables is entitled to have its opinions listened to.

I read it through the war, and I will read it on to Peace, believing that it is my patriotic duty to know what is going on now in France. There are many people who read the Inter-Mountain who can afford to read The Times, too. My wish for them for the New Year is that they will subscribe to The Times for six months.

JAMES E. ALLEN,

*Davis and Elkins College*

## The Post-Office and Fraudulent Advertising

NEW YORK, January 10, 1919.

*Editor of PRINTERS' INK:*

In the letter of S. Roland Hall in the current issue of PRINTERS' INK I note the statement that the Post Office Department, replying to an inquiry, informed Mr. Hall "that it cannot take prompt action on such (misleading or fraudulent) advertising under the general rule that fraudulent and immoral matter is prohibited."

If you will cause a search to be made of the files of PRINTERS' INK you will find that within eighteen months you reported the conviction of the publisher of a newspaper in one of the Carolinas for fraudulent use of the mails. The case was made on the ground that he had sent through the mails a false statement of the circulation of his publication.

If you will refer to Section 1707 of the Postal Laws & Regulations, 1913 Edition (Sec. 5480 R. S. U. S.), you will note that it makes direct provision for fraudulent advertisers and is broad enough to cover everything which the Department desires to cover.

Some months ago the promoters of the Emerson Motor Co. were convicted under the fraudulent advertising statute, but the publishers who carried their advertising, which on its face was fraudulent, have apparently found themselves immune from investigation. The same applies to the George Graham Rice and other cases.

As a matter of fact if either the Department or U. S. Attorneys made an effort to wipe out objectionable advertising and incorrect statements of circulation they would be fully supported by existing statutes.

This whole question is a very important and a very extensive one and I am writing this because it appears from the letter of Mr. Hall that he is under a misapprehension.

Make any use you wish of my theories but do not quote me.

FORMER POST-OFFICE OFFICIAL.

## Wilson Leaves Brill Company

S. M. Wilson has joined the staff of the Eugene McGuckin Company, Philadelphia advertising agency, as executive assistant to Mr. McGuckin. Mr. Wilson has been publicity manager of the J. G. Brill Company, Philadelphia, for a number of years. Since it was started in 1907, he has been editor of the "Brill Magazine," the company's house-organ.

## Aubrey Cossar Back From Camp

Aubrey Cossar has returned to the Stewart Dry Goods Company, of Louisville, Ky., as advertising manager after an absence as a candidate in the Field Artillery Central Officers Training School at Camp Zachary Taylor, Ky. He formerly was a member of the Ohio Valley News Service, Louisville.

## Butler Brothers' New High Record

It is reported by a Chicago correspondent of *Women's Wear*, New York, that Butler Bros. will show net earnings of \$8,100,000 for year 1918 as compared with \$4,979,692 net in 1917. The company's gross business last year is said to have set a new high record of strength and activity in the company stock which has advanced steadily for the last three months. This report is also accompanied by other various persistent rumors, one of which says the capital stock is soon to be increased to \$25,000,000 by a stock dividend of 25 per cent. Another rumor predicts no stock dividends but a cash disbursement of 5 to 15 per cent.

## Paul Block's Associates Hold Convention

Twenty-two associates of Paul Block, Inc., from the New York, Chicago, Detroit and Boston offices recently held a convention in New York. The organization was entertained by W. P. Ahnelt, president of the Pictorial Review Company, at Ahnelt Hall, Deal, N. J., and lunches and dinners were given by several of the newspaper publishers whom Mr. Block represents among others being J. D. Barnum of the Syracuse *Post Standard*, Arthur Marks of the Washington *Post* and Harry Talmadge of the Newark *Star Eagle*.

## Periodical Publishing Company Appoints Representative

G. A. McLearn has been appointed Eastern representative of the Periodical Publishing Co., Grand Rapids, Mich., with office in New York City. Mr. McLearn will be in charge of the interests of the *Grand Rapids Furniture Record*, *Furniture Manufacturer & Artisan* and the *American Funeral Director* in the territory east of Buffalo and Pittsburgh. He succeeds L. C. Stewart, who has acquired an interest in the *Furniture Index*, Jamestown, N. Y.

## Drowns Goes to Pacific Coast

Frederick Drowns, formerly advertising manager of the President Suspender Company, Shirley, Mass., and George P. Ide & Company, Troy, N. Y., announces that he will locate in San Francisco, where he intends opening an office to represent Eastern publishers.

## Wadman Reopens New York Office

Rex W. Wadman, who has been engaged in work for the Ordnance Department for some time past, has reopened his office in New York, to handle technical advertising. A Western office has also been opened in Chicago.



COMFORT folks are not only "top o' the world" now but they are going to stay there for years. They are going to monopolize prosperity as farm families did after the Civil War—only they are going to do it longer.

This is because the problem of the world from now on will be, not *cheaper* food but *enough* food.

COMFORT families will produce it—will profit and prosper—will become better prospects than ever before for advertised goods.

The farmer is reached by many magazines—his *family* by only a *few*. Dominating all the farm family magazines is COMFORT. Your clients can dominate this field by adding COMFORT to their farm or woman's magazine list.

*And what issue is more productive for advertisers than March?* It is the *March Household Number*, packed full of matter calculated to stimulate the buying instinct. It reaches our people at a time when they are getting ready to plan the buying for their homes, their farms and themselves. Orders already received indicate that this will be another prosperity issue.—crowded with advertisements—and that orders and copy should reach us by February 1 to make a good position possible.

**W. H. GANNETT, Pub., Inc.,**

WALTER R. JENKINS, Jr. Representative  
New York Office: 1628 Ariana Hall

AUGUSTA, MAINE.

FRANK H. THOMAS, Representative  
Chicago Office: 1635 Marquette Bldg.

## **Consider The South—**

It is purely an agricultural country. The farmer is the pivot on which the pendulum of prosperity swings. He holds a monopoly on cotton, peanuts, sweet potatoes, sugar cane, early truck gardening, and is now producing over 40% of the entire corn crop of the United States.

The South's 1918 farm crop is the greatest in the world's history—the greatest in volume and value.

Think of cotton selling for more than 30c a pound—and of the unprecedented prices received for other farm products. Can you question the prosperity of the Southern farmer? As the farmer is prosperous, so is the small town and city dweller. Everywhere down South the people are making money and spending it freely.

## **—and consider further**

—consider the everyday needs of the South's prosperous people. Consider in terms that visualize their daily consumption of the things you manufacture.

Think what it would mean if your goods were

the ones asked for and insisted upon by these prosperous Southerners.

Unquestionably now is the time to advertise in the South—and unquestionably the logical approach is through the Daily Newspaper. Southerners may not be heavy readers, but they do "swear by" their Daily Newspaper. The Daily Newspaper has an intimate home appeal that puts your message across in the most economical way and within the shortest time.

*These Newspapers reach the rich, responsive people in the prosperous South:*

ALABAMA	GEORGIA (cont.)	NORTH CAROLINA (cont.)
Aniston Star	Augusta Chronicle	Winston-Salem Sentinel
Birmingham Age-Herald	Augusta Herald	SOUTH CAROLINA
Birmingham Ledger	Columbus Ledger	Anderson Daily Mail
Birmingham News	Dublin Courier-Herald	Charleston American
Gadsden Journal	Macon News	Columbia State
Mobile Register	Macon Telegraph	Greenville News
Montgomery Advertiser	Home Tribune-Herald	Greenville Piedmont
Montgomery Journal	Savannah Morning News	Spartanburg Herald
<b>ARKANSAS</b>		
Little Rock Arkansas Democrat	Lexington Herald	Spartanburg Journal & Carolina Spartan
Little Rock Arkansas Gazette	Lexington Leader	
<b>FLORIDA</b>		
Jacksonville Florida Times-Union	Louisville Courier-Journal and Louisville Times	
Miami Herald		
Miami Metropolis		
Palm Beach Daily Post		
St. Augustine Record		
St. Petersburg Evening Independent		
Tampa Times		
<b>GEORGIA</b>		
Albany Herald	LOUISIANA	
Athens Banner	New Orleans Item	
Atlanta Constitution		
Atlanta Georgian and Sunday American	NORTH CAROLINA	
Atlanta Journal	Asheville Citizen	
	Asheville Times	
	Charlotte News	
	Charlotte Observer	
	Concord Daily Tribune	
	Greensboro Daily News	
	Hickory Daily Record	
	Raleigh Times	
	Rocky Mount Evening Telegram	
	Salisbury Post	
	Washington Daily News	
	Wilmington Dispatch	
	Wilmington Star	
	Winston-Salem Journal	
<b>TEXAS</b>		
		Beaumont Enterprise
		Beaumont Journal
		Ft. Worth Star-Telegram
		Galveston News
		Houston Post
<b>VIRGINIA</b>		
		Lynchburg News
		Petersburg Evening Progress

The Associated Advertising Clubs of the World hold their next Convention in the South—at New Orleans



# More About Chicago's Two Leading Afternoon Papers

(*Advertising Record*)

## Chicago Evening American

Gained Dec. 1918 compared with  
1917 303.46 columns.

The other leading paper gained Dec. 1918 com-  
pared with 1917 226.36 columns.

(*Circulation Record*)

## Chicago Evening American

Gained Dec. 1918 compared with  
1917, 14,356 columns.

The other leading paper LOST Dec. 1918 compared  
with 1917, 2139 columns.

Display figures supplied by Washington Press, an  
independent audit bureau.

In total display gained during December 1918  
over December 1917, the *American* led all Chicago  
evening papers.

## **Chicago Evening American**

*Member Audit Bureau of Circulations*

Chicago Office  
336 W. Madison St.

N. Y. Office  
2 Columbus Circle

# How Hart Schaffner & Marx Go After Returned Soldiers' Trade

Advertising Began in France and Follows the Boys Right into Their Homes When They Get Back

THE more serious-minded advertising managers—the kind that realize that an advertising man is something more than a mere writer of copy and maker of layouts—have been having their troubles during the last two or three years getting the right sort of war-time and patriotic flavor into their advertising.

This kind of advertising is like Mother Goose's little girl with the little curl—when it is good it is very, very good; when it is bad it is horrid.

The danger is the likelihood of overdoing it. When it is overdone the advertiser simply gives offense and does himself more harm than good. There is danger in it, much as there is in the so-called humorous kind. If a man can be really and properly humorous in an advertisement, then let him go ahead, as his appeal will be strong. But the thing has to be done just right or the advertiser may appear ludicrous and his product will suffer.

Every now and then one runs upon an advertising effort in which the patriotic or war-time note is introduced with admirable propriety and with strong business getting results.

It is working out this way in a campaign by Hart Schaffner & Marx, the frank purpose of which is to sell clothing to the returning soldiers.

About a year ago this big Chicago clothing manufacturing concern was beset by anxious questions from its retail clothing customers in all parts of the United States. The retailers were much concerned over business conditions, the scarcity of merchandise and the blank uncertainty of the immediate future.

Hart Schaffner & Marx sent out to their customers a little booklet entitled "Why Worry?"

In it the retail clothiers were told that the more than three million men then in uniform would within a year after their release from the service want civilian clothes. In this year it was estimated that each man probably would buy an average of two suits of clothes and an overcoat, costing him in all about \$125. This would mean \$375,000,000 worth of good clothes to supply the soldiers' demand alone.

These things being true, the retailers were reminded that after the war there would be the greatest and most prosperous period for the sale of high-grade clothes that the world ever saw. If they did not double their business under these conditions it would be, because they were blinded with fear or doubt.

The booklet proved an inspiration to the firm that sent it out as well as to those receiving it. If this vast volume of business was to be had why not go after it a long time in advance?

Thus was started the publicity campaign just referred to. It is worthy of somewhat detailed consideration in PRINTERS' INK because it apparently is handling the patriotic angle in a manner devoid of reproach.

## CAMPAIGN BEGAN BEFORE PEACE WAS IN SIGHT

The soldier might not need civilian clothes for one, two or three years. But with so much business at stake it was decided that some money could be spent very profitably in creating good will for Hart Schaffner & Marx clothes. The idea was to begin so early and follow the idea up so persistently and energetically that the soldier would be about three-fourths sold without realizing it.

The first thing was to bring be-

fore the soldiers in France in an interesting and natural way the name of the clothing they were so familiar with in peace times.

One day the American soldiers at the front were greeted by an unusual advertisement in a couple of mediums circulating among them. It was entitled "Tightening Up Our Belts" and read as follows:

Sometimes when we get all puffed up over the fine work you fellows are doing there in France; and we think, "Well, I guess we Americans are some fighters—"

Then we say to ourselves, "Where do you get that 'we'; what are you doing anyway?"

Then we get back to earth; tighten up our belts; work all the harder for you; save and send every word of cheer we can to you men who are doing the big things.

The advertisement was signed "Hart Schaffner & Marx, Chicago and New York, U. S. A."

Not a word about clothing. Simply a wholesome greeting from back home.

Another advertisement was entitled "What the folks at home think." It told about a clothing merchant "down in Elmira, New York" who showed in his windows the pictures of all the men who had gone into the service from that city and the county. It continued:

"The interesting part to you men in France is the way this hero gallery was received—crowds stood in front of those windows all day long. They couldn't get enough of it; they're so proud of you men. And Elmira is just a sample of the feeling all over the United States."

In other advertisements the soldiers were informed that "We've tried to carry on, too," "America's proud of her men and women" and similar sentiments.

This is the kind of broad gauge advertising that, happily, is becoming more and more the thing.

The retailers of this particular manufacturer's clothes all over the country were enlisted in the big advertising effort.

The clothing firm prepared letters which the retailer was to send to the soldiers in the service. The letterhead prominently featured

Hart, Schaffner & Marx clothing and the retail dealer's name.

The first letter read like this:

"DEAR SIR:

"You're one of the men who have gone from this community to fight the great battle now waging for the best as against the worst in civilization.

"We want you to know that we folks back home, who can't, for various reasons, take the same kind of a part in the battle that you're taking, appreciate what you have done and are doing for us. We want you to know how well we realize the debt this country owes to men who are doing what you are doing; and how willingly we are trying to do our part in supporting you in it.

"That's all this letter is for; just to give you a hearty 'slap on the back,' and wish you the best of good fortune, and tell you that we're proud of you.

"We know you'll give a good account of yourself wherever you are: on the fighting line, or in the routine of an American camp."

In a few weeks, when time enough had elapsed for the letter to reach around, a follow-up communication also was sent from the retailer and signed with his name, saying:

"DEAR SIR:

"When you first see this letter-head you may say, 'What in the world are these people writing to me for? They can't sell me any clothes now.'

"We don't want to. We just wanted to send a word of greeting and tell you that every one in this town is back of you to the limit.

"Keeping business going is a pretty tame affair compared with what you are doing, so you can't blame us for taking a lot of pride in you fellows and for wanting to let you know it.

"We don't know whether there's anything we can do for you personally back home. If there is, let us know and we will be glad to do whatever we can.

"There are a good many things we can do for all of you men collectively, however—Liberty Bonds.

**The World Retailer**  
A Digest of Merchandising Ideas

Vol. 1 January, 1910 No. 1

**How to Meet the Keen Competition of Low Prices**

The Cash and Carry Plan—A War-Time Economy Which Will Service and Justify Its Existence

To Promote the Success  
**THE NEW YORK WORLD PLAN**  
ADEQUATE AND  
NON-CANCELLABLE  
ADVERTISING

Editorial Department  
The New York World  
110 W. 19th Street  
New York City  
Telephone: BROADway 5-1200

John E. Lippincott,  
Managing Editor  
BOSTON, MASS.  
John Quinn, Manager  
PHILADELPHIA, PA.

## The World's Introduction of the Manufacturer to the New York Dealer

The New York World's Merchandising Department offers to introduce you to "the trade," if you will stage your selling-advertising campaign "the World way."

The New York World enjoys the confidence of the New York retailer. The World, Morning, Evening and Sunday, are his favorite newspapers.

And confidence begets co-operation.

*The "Story of the World's Merchandising Service" and a copy of "The World Retailer" for the asking*

the Red Cross, saving food, fuel and labor—and we are into them all up to our necks.

"And there's one other thing. Because you fellows, who are either in France or getting ready to go, need every resource that we can save for you, we don't want to sell clothes to anyone who doesn't positively need them, and we are telling people that.

"With best wishes, we are."

About this time peace prospects grew bright. America's fighting men soon would be returning. The advertisements in France then took a more definite turn and reminded the soldiers that when they got home they would want to "Put on style." It was deftly suggested that Hart Schaffner & Marx clothes would best enable them to put on such style.

It was then arranged that when Pershing's soldiers started for home they would see the company's painted sign boards at every point of embarkation.

At Calais, Boulogne, Brest, Le Havre, Bordeaux and Nantes when the soldiers came to board transports they saw the same old familiar messages that are on sign boards in this country. The only difference was that the messages told them that stylish all-wool civilian clothes were waiting for them when they got back to the good old U. S. A.

As the soldiers get back to this country they see similar sign boards. At practically every cantonment and training camp of the country there are boards advertising the firm's clothing to the returning soldier. One thousand of these sign boards already are at work.

The advertising at the cantonments and naval training stations was like that done in France. In every cantonment newspaper and naval training station magazine the advertising is appearing.

The assistance of the retailer is enlisted to help spread the message to these men also. A letter was sent to every man signed by the retailer's name and giving out this cheery message:

You are soon to return to your work of helping carry on business; and

that means you'll want business clothes.

You'll want to wear your uniform as long as you can; you've earned the right to wear it, and it will be a credit to you to be seen in it when you get "back on the job."

But sooner or later you'll want other clothes; we just want you to remember that we have Hart Schaffner & Marx clothes for you.

These makers have upheld the standard of quality in clothes all through the war; haven't "let down" at all; all-wool fabrics, fine tailoring, smart style; as good as ever.

We've got some special new styles to show you; very snappy new ideas. Come and see us when you get back.

The campaign reached to the home newspaper. The retailers were supplied with copy containing appeals to the men coming back and also to the men at home.

These advertisements work in conjunction with a letter that the retailer sends to the soldier just as soon as he gets back. The letter reminds the soldier that there is little likelihood of his having any doubts about how glad people are to have him back home. Then it continues:

We're in the business of selling clothes; we'd like to sell you some. But our advice to you is to wear your uniform as long as you can. If the Government allows you to do it, wear it to business or work. It's a credit to you, and we're as proud to see you in it as you are.

But when you are ready for civilian clothes, make it a point to get the best to be had; clothes that will last long and give you a smart, stylish appearance.

That means just one thing in this town—Hart Schaffner & Marx clothes. And that means just one store—this one.

Glad to see you any time, whether you come to buy, or just to say "Hello."

Three strong window cards will be in the hands of Hart Schaffner & Marx dealers all over the country. One is a drawing of General Pershing, one of President Wilson and another showing the boys returning home. The window cards are high-grade art and of the kind calculated to attract attention.

#### DEALERS HELPED FIRST OF ALL

It will be seen that a strong feature in the success of this campaign is the co-operation of the retailer. Without this it could not go through. But not the slightest bit of difficulty is being incurred in lining up the

# OMAHA

HAD ITS MOST PROSPEROUS YEAR IN 1918

And so did the WORLD-HERALD  
OMAHA'S LARGEST NEWSPAPER

### CIRCULATION

	Daily	Sunday
World-Herald Average, 1918.....	81,754	66,551
World-Herald Average, 1917.....	75,720	58,705

The World-Herald has a larger city and suburban, and total circulation, Daily and Sunday, than any other Omaha paper.

In volume of clean, paid advertising published in 1918 the World-Herald led the second paper by 37% and the third by 43%, the average being fairly consistent throughout the year. Totals given below in inches:

	World Herald	Second Paper	Third Paper
Local Display .....	310,867	272,862	250,449
Foreign Display .....	68,391	45,241	44,460
Want Ads .....	170,959	83,343	89,701
Total Clean Paid Advertising, 1918 .....	550,217	401,446	384,610
Total Clean Paid Advertising, 1917 .....	522,760	409,114	351,700
Increases .....	27,457	Lost	32,910

The above totals do not include medical and questionable financial advertising, which appeared in the other papers. The World-Herald does not publish these ads. They amounted to the following totals, being 90% "foreign" medical (figures in inches):

	Second Paper	Third Paper
1918 .....	32,364	54,747
1917 .....	24,252	46,493
Increase in Medical, etc. Ads....	8,112	8,254

# THE WORLD-HERALD

MOST NEWS—MOST ADS—ALL CLEAN

retailer. At the beginning the whole thing was put before him. All he had to do was follow the directions of Hart Schaffner & Marx's advertising department. This he gladly did because his profits could be increased thereby.

"Do you have any trouble in getting your dealers to use these service helps in the way you intend?" a PRINTERS' INK representative asked an official of the clothing firm.

"Not in the least," he declared.

"I suppose this is partly due to the quality of our material. Those posters on the walls of my office are real art as you can readily see. The highest-grade retailer in the country couldn't possibly get anything better than these. They cost money, of course. The retailer may not be able to see the technical correctness of the drawings and the process printing. But he knows that he likes these pictures. So do his customers. There's the story.

"When we plan a campaign for a dealer we make it complete in every detail. We think it through and execute it in the highest class manner that skill and money can make possible. It is no reflection whatever upon the dealer to say that you can't leave a great deal to his imagination. He is not an advertising man and naturally does not have the larger vision that we have here. Accordingly, we go the whole route and make every retail appeal as near error-proof as possible.

"No, we do not charge our retailers for anything we do for them in an advertising way."

"How about your salesmen?" the PRINTERS' INK man persisted. "I suppose they are like most other traveling salesmen and think the advertising department knows little or nothing about selling goods and that it is something to be tolerated rather than endorsed?"

"Well, of course, there is more or less of that in every organization, but I think you will find little of it here. There used to be plenty of it. But the salesman is now seeing that the way to sell goods

is to help the dealer sell them. He knows that if he will cooperate with us he will make a better showing in his territory. One of our older men who has been with us for many years remarked to me only the other day that he had just found out how to sell clothes. He had discovered that the way to sell clothes was not to sell them but to sell advertising. When you finally break through a hard shell of a man like that you can do yourself the honor of thinking that you are really getting somewhere after all.

"One of the most gratifying things in all that we do for merchants is the way they appreciate it. One of our retailers from an Eastern town was in here only yesterday. He had been selling our clothing for eighteen years and never before had been in the house. He said he was impressed at the cordial spirit of helpfulness that was the leading feature of every letter he received from this firm. It might be a letter from the credit department reminding him his bill was a little overdue. It might be something from the advertising department offering him some new line of service. No matter what branch of this business the letter came from, there was something about it that helped him and made him a better retailer.

"Of course spontaneous testimonials like this gratify us. We are only human after all. It must not be thought, however, that these letters just happened to be that way from every department in this house. Our letters are such as this man found them because we teach our people to put them out according to a certain standard. Every letter that leaves Hart Schaffner & Marx, no matter what kind it may be, must breathe a spirit of helpfulness.

"Naturally we have to know the retailer or we won't know how to help him. After we know him we feel there is nothing too good for him in the way of suggestions. This helps him sell more goods. When he sells more goods, so do we. That is all there is to it."

Stewart Weston,  
for eight years  
with Collier's, is  
now my ambassa-  
dor extraordinary

Glen Buck

*Advertising*  
Chicago





A few of the representative automobile concerns of Baltimore: No. 1, Autocar Sales and Service Co.; No. 2, Walter Scott Motor Co.; No. 3, The White Co.; No. 4, Schall-Crouch Auto Co., Paige car and truck and Atterbury truck distributors; No. 5, Monogram Motor Co.; No. 6, Packard Motor Car Co. of Baltimore. Other representative Baltimore automobile concerns will be featured in future issues.

**SIXTY-SEVEN** agencies sold in Baltimore City last year, 8,351 cars and trucks worth \$12,000,000.00. Today there are approximately 44,802 cars and trucks with a value of merchandise sold in connection with automobiles by the 589 concerns connected with the automobile business in Baltimore at \$9,000,000.00. Indications are that equal if not in excess of the high records of 1917. On a basis of only 50% increase over 12,526 cars and trucks will be sold in Baltimore in 1919, with an estimated value over

#### Some Figures on 1918 Show Numbers:

THE NEWS,	66,870 lines
2nd Baltimore paper,	48,708
3rd " "	26,274
1st Philadelphia "	52,465
1st New York "	28,636
1st Chicago "	65,104
1919 Baltimore Show, February 18-22, inclusive	
NEWS Show Number, February 15	

As large as these figures show the sale of cars, trucks and accessories to be in Baltimore, we believe they are small in comparison with what this market could be MADE to yield! No automobile concern has ever cultivated this market in an overshadowing DOMINANT way. Martin V. Kelley, of Toledo, in his book "Theme Advertising," places space dominance above other considerations as the "theme" and basis for effectiveness of Overland magazine advertising. To DOMI-

NATE the trade more and where who will come with a double-page full page every plan works in NATION is an local fun in the ascent buying and can try it out in b

# THE BALTIMORE TRIBUNE

The Only Baltimore Daily Paper to Show a Gain in Average Net Circulation

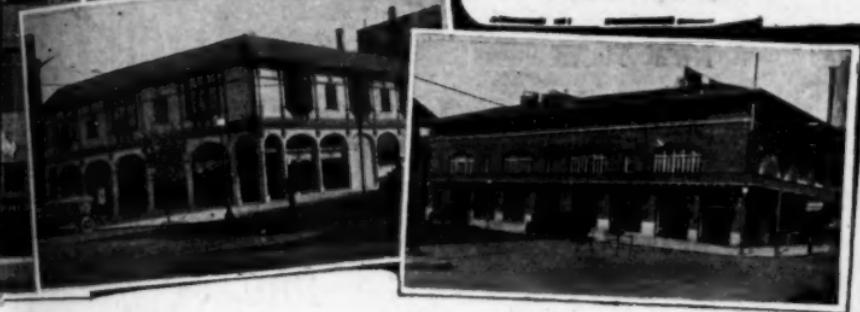
DAN A. CARROLL  
Eastern Representative  
Tribune Building  
New York

Daily Gain

7,857

Frank D.  
Advertisement Manager

# Baltimore-A Tremendously Potential Automobile Market



*See, sum-  
mered in  
er Baltimore News advertisements in Printers' Ink.*

and trucks with an estimated value of over \$18,000,000 !

AT the tremendously potential Baltimore where are the manufacturers come into The Baltimore NEWS with a double-page spread or at least one full page every week for a year? If the works in Baltimore—and DOMINION is an even better "theme" in the national field—you have reached the ultimate point of profit in space and can extend the plan to other cities, but it is in Baltimore!

COMPLETELY READ COLUMNS OF

# MORE NEWS

Net Paid Circulation December, 1918, over December, 1917

W. Webb  
Editor

Sunday Gain

7,166

J. E. LUTZ  
Western Representative  
First Nat'l Bank Bldg.  
Chicago



## WALTER F. KNEIP

Pres. Baltimore Automobile Dealers' Assn. and Baltimore and Washington Franklin Distributor

### SAYS:

"Baltimore today is more prosperous than ever before in her history. This fact, coupled with an accumulated demand for cars and trucks due to last year's shortage, assures a big year in 1919 and the success of its major event, the Baltimore Automobile Show, February 18 to 22 inclusive."

"As the dominating factor in the automobile situation in Baltimore and particularly in the success of the Automobile show I have no hesitancy in commending the good work of The Baltimore News."

# GILMAN & NICOLL

Publisher's Representatives

NEW YORK

CHICAGO

have pleasure in announcing that  
effective February 1st, 1919

## A. G. RUTHMAN

*Formerly of Erwin & Wasey Co., Chicago*

becomes a member of the firm  
and will be associated with the  
Western Office

NEW YORK  
World Building

CHICAGO  
Tribune Building

# The Picture of the Workman in Copy

Striving to Make Him Appear Natural Really Gives Him a Look of Unreality

By R. Bigelow Lockwood

THE picture of the workman which is used in copy is apt to be either the traditional workman, and not as he is to-day, or an artist's conception which fails to hit the mark of reality. Either fault can seriously mar the force of perhaps an otherwise good advertisement, if it does not add a fatal touch of the ridiculous.

A few years ago a certain manufacturer of lathes conceived the brilliant idea of using as an illustration in his advertisement appearing in a technical paper a picture of a gentleman clad in frock coat and high silk hat, gleefully ascending a staircase and carrying upon his shoulders a two-ton machine, complete with tooling equipment. So lightly did the gentleman in question carry his burden that not a wrinkle showed in his faultlessly fitting coat, nor was the grain of his hat rubbed the wrong way. As an example of misdirected originality carried to the nth degree the illustration was a gem. As an illustration of force, capable of properly advertising the product, the picture was of no value.

Between this extreme and the safe and sane policy of illustrating the workman as he really is, lies a no-man's land strewn with advertising débris in the form of countless pictures which fail in varying degrees accurately to portray the workman as he exists on the job.

Realism, however, is a thing which must be handled with care. The writer of this article, while directing the taking of photographs in a machine shop, has occasionally had to request a mechanic who was prominently in the foreground, to shift his plug to the cheek away from the camera. Realism, while a virtue,

should never be carried to the point of possible offense.

The best results are secured by taking the camera to the workman rather than by taking the workman to the camera. In other words, pictures taken in the shop, or factory or on the job, are usually better than pictures posed in the studio. The reasons are obvious. Pictures taken on the job have the proper environment. The workman is caught in his proper working clothes amidst conditions in which he feels perfectly at home. He accordingly finds it easier to pose and the result is more likely to be natural instead of strained.

SOMEHOW, STUDIO PICTURES DON'T "LOOK NATURAL"

On the other hand, pictures posed in the atmosphere of a studio lose, by necessity, the local-color of the shop or job. The workman who is taken away from his machine instinctively starts to "clean up," thereby materially reducing at the very start the desired touch of reality. Work and dirt are usually closely associated, and for advertising purposes a coating of honest grease or a layer of foundry dust is infinitely better than a coating of soap and water. The one is true to life; the other is artificial as applying to actual working conditions. Hence, in this case, dirt is a thing to be respected and duly honored because of its advertising value.

Whenever possible, therefore, photograph the workman at his machine, and do it without giving him too much time to think about what is happening.

The request, "Stand still there a minute, Jim," will usually produce far better results than the command, "Come upstairs, Jim,

to Mr. Tompkins' office. We want you to pose for a picture." In the latter case Jim will not only get flustered, but on the way will probably stop in the washroom to "spruce up a bit."

Where it is desired, for advertising purposes, to show the workman in connection with the actual job, it is, of course, essential to take the picture on the ground.

**NATCO**

**"IT'S A LIFE SAVER"**

**"There's a Drill Speed for Every Need!"**

The Russell Electric Mfg. Co., of New York City, call via **2-1212**, No. 12 a Life Saver.

The small car below shows four men drilling in one of their machine shops. The man completing the job is shown in the inset. Both men are wearing caps.

The holes are of the same size, inc. Send on your blueprint. No obligation.

The National Automatic Tool Company  
Richmond, Ind., U. S. A.

Let us show you what the **2-1212** is doing to work like power.

**THE MAN AT WORK—DETAILS OF CLOTHING TRUE TO LIFE**

It often happens, however, that a picture is wanted featuring the workman alone, or in the simple act of pointing to some such device as a wrench, held in one hand. Such pictures usually call for a pleased expression on the face of the workman, and it is right here that grave mistakes can all too easily be made, due to the common practice of getting Smith, the office bookkeeper, to slip on a pair of overalls and pose.

After much coaxing Smith sheds his coat and crawls into a

pair of jumpers borrowed from the engineer. Smith is not over-enthusiastic about the proposition, because the jumpers are soiled and his gray trousers are in danger of spotting in consequence. The wrench is a weapon with which he is totally unfamiliar, and like the jumpers it is greasy and unpleasant to hold. Inwardly blessing the boss who got him into this fix he strikes an attitude, twists his features into a wan smile and is about to be snapped when someone suggests that workmen usually wear caps.

The wrench is heavy, and while a suitable headgear is being sought Smith takes a rest. Various attempts to make the traditional paper box cap out of office wrapping paper having failed, a cap is finally secured from a friend of the engineer who works in a machine shop down the street. The cap is dirty, and, moreover, it is three sizes too large. At this crisis the telephone operator mysteriously produces a safety pin, and the slack is taken up in the back. Again Smith gets set, and this time the picture is taken.

When it is developed some joy-killer blows in and calls attention to the fact that Smith had neglected to button his jumpers correctly, also that the average workman does not wear silk shirts, a high standing collar and a jeweled horseshoe pin on the job. Neither are his face and hands spotlessly clean, nor does he hold a pipe wrench as though it were a stick of dynamite. These kindly criticisms are harshly overruled, however, and Smith in all his misfit glory is handed down to posterity.

A lenient moving-picture audi-

## *Sell Your Goods to Canadian Farmers*

Canadian farmers have more money than ever before. They are able and willing buyers and they are now busy planning for one of the biggest years in Canadian history.

Tell these farmers why they should buy your goods. Place a series of dominating sales messages in **FARMERS' MAGAZINE**, Canada's National Farm Magazine.

**FARMERS'** started the New Year in a large size-type page 9 $\frac{3}{4}$ x12 $\frac{1}{2}$  inches. Write for sample copy of the January 1st issue. You'll see why it holds the confidence of over 30,000 prosperous, progressive and influential rural Canadian families.

You will see that it compares favorably with the high-grade popular magazines of general appeal—that it is well printed on super-calendered paper—well illustrated, well written by practical agriculturists. It takes a leading part in the important plans of worthwhile Canadian farmers.

And you will see that the editorial contents and contributed articles help to sell your goods—much of the educational work being done by **FARMERS' MAGAZINE**.

The January 1st issue will show that **FARMERS' MAGAZINE** must appeal to substantial people only, and that your advertising will be in excellent company.

There are other items of interest which you should study and keep on file. It is information which will help you visualize rural conditions—show how you can sell more goods in Canada.

Write for a copy of the January 1st issue, and for complete details concerning the Canadian market and **FARMERS' MAGAZINE**—it will pay you.

## **FARMERS' MAGAZINE**

CANADA'S NATIONAL FARM MAGAZINE

THE MACLEAN PUBLISHING COMPANY, LTD.,  
183 University Ave.,  
Toronto, Ont.



## Do You Want More Business In 1919?

There seems to be no doubt about it. 1919 will be the big year for business. It will be an index year—the first of the readjustment period—the year that will determine whether you get a real start or not.

Are you going after the big New York market? Are you going to take full advantage of the unusual opportunities for business right here in the metropolis?

Then you will, of course, advertise. You will drive home your sales message day after day, and week after week, and you will surely use the medium that goes into practically every home, every office, every store, every factory, every club—the medium that reaches all New York and is consulted two and one-half million times daily.

For the *New York City Telephone Directory*, with its circulation of nearly a million copies an issue, is a distinctive advertising medium used by more than 1,000 advertisers who are getting results at a low cost.

**May we have an opportunity soon to tell you how you can use the Telephone Directory to reach the New York Market?**

*Advertising forms for the February issue close January 28th.*

**NEW YORK TELEPHONE COMPANY**

*Directory Sales Department*

15 Dey Street, New York City

Telephone Cortlandt 12000

ence may gaze with none too critical eye upon their favorite actor-hero clad in the faultlessly tailored garments of a hired man, a silk kerchief knotted carelessly around his throat and a wide Stetson perched at just the proper angle crowning his curling locks, but the reader of technical advertising copy demands something more from the advertising pages of his paper. Years ago he learned that there is no such thing as a left-hand monkey wrench, and his eye is super-critical in the matter of detecting flaws. The same man who will tolerate a technical blunder on the part of an idol of the screen will be the first to frown at an advertisement picturing a workman holding a micrometer the wrong way.

When it comes to relying upon an artist's conception of a typical workman the situation becomes far more complex and open to greater possibilities of misconception.

The distinctive badge of labor is supposed to be the paper box cap, yet in actual practice this form of idealistic headgear is about as commonly encountered as a high silk hat. Despite this there are many artists who readily yield to the temptation to draw the workman as tradition decrees he *should* exist, rather than picturing him as he really is.

#### DOES A MACHINIST DRESS LIKE HIS PICTURE?

For example, a typical type of modern machinist working in a machine shop at a lathe or grinder does not wear a red undershirt, sleeves rolled up over the elbows and buttons open at the neck to expose a chest resembling a male gorilla. On the contrary, the modern worker in a machine shop likely wears an old pair of dark trousers and a black shirt, *buttoned at the neck*. And instead of

the paper box cap, his headpiece (if he wears any) is likely to be a cloth cap with a small peak, the front of the cap bearing the lettering, "Smoke Puff Puff Cigars." If this costume be varied, a change may be made by the addition of overalls and perhaps a jacket to match.

Upon consideration it is obvious that no standard figure, cut to pattern, can be used to personify the workman, because the garb of the workman changes to a great extent with his trade. The costume worn in the machine shop



TAKEN FROM AN ADVERTISEMENT OF THE ACME MACHINE TOOL COMPANY, SHOWING A REAL LATHE OPERATOR

differs from that worn by the sand hog, and likewise the dress of a workman employed in the boiler room of a big central power station has little in common with the rig of the structural steel worker. To be true to life a drawing should properly fit the clothes to the job rather than hold to an established standard and attempt to make one pattern answer for all branches of labor.

A recent incident which came before the attention of the writer illustrates how quickly the trained reader grasps an inaccuracy of detail along the lines discussed above. This particular subscriber pointed in some disgust to a picture of a hand engaged in the act of placing some piston rod packing. The hand was supposed to belong to an engineer and just below a checked coat sleeve was

shown a goodly expanse of white cuff. Closer inspection of the picture disclosed handsome cuff-links, an elaborate finger ring and carefully manicured finger nails. The whole made a combination which obviously was out of place and had nothing in common with the reader's practical conception of the attributes belonging to a real honest-to-goodness engineer.

The only way to gain a clear vision of the workman as he is, is to seek him out on the job. And the seeker after such information may run into some surprises.

Entering the lathe department of a busy machine shop, for example, his cherished vision of uniformity will likely be rudely shattered. Although it be zero weather in January, the foreman will probably greet him wearing a battered straw hat, thus making a far different impression from his idea of the traditional figure of labor. The men at the machines, while possessing a uniform coating of oil and metal rust, fail to apply this same uniformity to their clothing. In general their main idea appears to be to select garments which will absorb a maximum quantity of dirt with minimum damage.

Turning to the power plant engineer for further enlightenment we find a strange liking for derby hats. Thus are ideals ruthlessly destroyed. The power plant engineer who has a desk fondles a warm regard for the conventional derby. When called upon to repair a broken elevator he may put on a black cloth cap and a pair of overalls, but while "receiving callers" he clings to the dicer.

Of course there are exceptions.

The traditional workman has grown to be a sort of idealistic conception; a being related in some way to Santa Claus, Uncle Sam and John Bull, holding in his left hand a square-shaped tin lunch pail with rounded corners and a peculiar top like the periscope of a submarine, his brawny right hand grasping a hammer. Upon his head reposes the famous box cap and his mighty chest is bared to the breeze. And he is

partial to red flannels and a sort of leather apron resembling a horse's bib.

To associate him with Longfellow's poem, "The Village Blacksmith," is entirely pardonable, but actually to meet him in the foundry, or boiler room, or swinging from a steel girder is beyond belief. If any lathe hand affected such a garb he would be guyed from one end of the shop to the other.

The reader of technical advertisements expects accuracy of statement in copy. Likewise he should be presented with reality in illustration, else the force of the argument loses weight regardless of its technical accuracy and the advertisement falls short of its mark.

### Rejoin "Popular Science Monthly"

Lester B. Tunison and Albert L. Cole have received their discharge from the U. S. Navy and have returned to the advertising staff of the *Popular Science Monthly*, New York, associated with the Eastern territory. Both Mr. Tunison and Mr. Cole have been with the *Popular Science Monthly* since its present management assumed control.

J. S. Patterson and L. M. Russell have joined *Popular Science Monthly's* Western office in Chicago. Mr. Patterson was for a number of years with the Hupp Motor Car Company. Mr. Russell has been in the automobile department of the *Chicago Daily News*.

### Maynard Morgan With Redfield

J. Maynard Morgan has joined the Redfield Advertising Agency, Inc., New York, and has been elected one of its vice-presidents.

Mr. Morgan was formerly associated with the Sacks Co., New York agency, prior to which he was on the advertising staff of the *Literary Digest* and was, at one time, classified advertising manager of the *Brooklyn Eagle*.

### Anspacher with "Physical Culture"

F. H. Anspacher has become associated with *Physical Culture*, New York, in circulation promotion work. For two years and a half he has been with *Illustrated World*, Chicago, as business manager. Previous to that, he was connected with *Pictorial Review*, New York, as Eastern circulation manager and with the Butterick publications.

# CHICAGO JEWISH DAILY FORWARD

HAROLD MARKET 6030      405 ELMER ISLAND Ave

Nearly 10,000 Jews paid their admission into the Coliseum on New Year's Eve to celebrate the first issue of the Forward printed and published in Chicago.

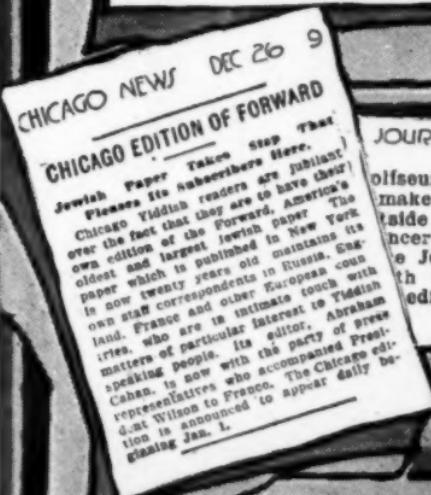
They rejoiced over the coming of a true friend, an honest leader and a great newspaper.

CHICAGO HERALD AND EXAMINER WEDNESDAY JAN. 1<sup>ST</sup>  
the lodges and clubs all over the

### JEWS IN CELEBRATION.

The Coliseum was jammed with 9,000 Jewish citizens, who took part in a special celebration to inaugurate the first issue of the Jewish Forward, a new daily paper.

The overflow at the La Salle caused



JOURNAL JANUARY 1, 1919

Coliseum Tuesday night Rosa  
make her first Chicago ap-  
titude of the Auditorium this  
concert, the occasion being a  
e Jewish war sufferers, co-  
the celebration of the  
edition of the New York

PERHAPS YOU DON'T KNOW

## You Can't Actually Know Things That Aren't True But You Can Believe Them and Think You Know Them

HERE'S AN EXAMPLE

*What You Believe You Know*

Advertising in the "movies" is a joke. I know a big manufacturer that paid a lot of money for a film that nobody else has ever seen. (NOTE—So do we—lots of 'em.)

There is nothing about my plant or product that could possibly interest the consumer. Of course if I could take them all through and show them everything that would be different. The "movies" may be all right for some new or novel business or product, but they wouldn't do for mine. Besides they are too expensive.

**There's no place for "movie" advertising in my campaign. I've always had good results from regular (sic) methods—why experiment?**

*The Truth You Should Know*

**Universal Industrial Motion Pictures have no more in common with "movies" than the Satevepost has with a fake program "ad."**

**They can take your plant to the people or the dealer, or to an individual—anywhere.** They present your product or your sales plan or advertising story in realistic or dramatic action—alive, vivid, animated, full of human interest—convincing without argument any class of prospects you select; holding their concentrated attention for from 6 to 32 or even more minutes, while they are at ease and in a receptive mood.

**Universal Industrial Motion Pictures** cost about one-fifth as much per capita as a printed advertisement in a standard periodical.

**(NOTE—**We want to steal a little space here to say that it is neither profitable nor good form to be content with pre-war methods. **National Advertisers** have hitched their wagons to *further* stars—where Old-time methods have to prove themselves anew.)

any human thought or emotion—any action from  
a wreath on the tomb of Lafayette. As the story is  
written so will the picture appear.

(With pre-war methods of advertising, no good town to  
have hitched their wagons to *further* stars—where  
old time methods have to prove themselves anew.)

"Movies" lack dignity. My business must be presented with the utmost formality. There are no laughs in it.

Printed mediums give me a guaranteed circulation at a fixed rate. I select them for the classes they reach. I count on certain returns. The "movies"—well, what do they give me? I wouldn't know how to get people to see them after my films were made? It's all strange business to me, and I can't afford to experiment.

What if the girl in the Hoosier Kitchen Cabinet Advertisement came to life; if a big White auto-truck moved out of the page and solved your transportation problem—YOU'D PAY ANY PRICE FOR SPACE IN THAT KIND OF A MAGAZINE. We do more than that. We not only animate your advertising and tie it up with any sales plan or advertising campaign, but we show it—GIVE IT CIRCULATION—IN ANY SECTION or TO ANY CLASS OR INDIVIDUAL YOU SELECT.—AND GUARANTEE THAT CIRCULATION.

## Our Experts Write Your Story—Film It—and Our 76 Distributing Exchanges DELIVER UNIVERSAL GUARANTEED CIRCULATION

"Careless America," one-reel, made for the Firestone Tire people was shown in 3,000 selected dealer towns to 6,000,000 people; it got over \$30,000 worth of publicity and advertising; it is booked for over 700 showings in Chicago alone, opening in the finest theatre in America, seating 2,600 people. This is merely ONE example of SELECTED circulation. We have authentic records to prove our every statement. We can show you how to use Motion Pictures to demonstrate shop practices; to SELL Your Own Salesmen Your Advertising Campaign; to follow up an intensive sales campaign; to move goods; to get wider distribution; to popularize your house or trade-mark, and many other profitable uses.

If you will send me your advertising matter and tell me what you want to accomplish I will send you a plan without cost or obligation

**HARRY LEVEY, Mgr. Industrial Dept., UNIVERSAL FILM MFG. CO.**

*Largest Producers and Distributors of Industrial Motion Pictures in the Universe*

Studios and Laboratories: Universal City, Cal., New York, N. Y. Offices: 1600 Broadway, New York 91

## Will Manage "Financial Post"

Gordon Rutledge has been appointed manager of *The Financial Post*, Toronto, published by the MacLean Publishing Co., Limited. He succeeds R. G. Dingman, who has become associated with F. H. Deacon & Co., Toronto bond dealers.

R. H. Bedell has been appointed manager of *Men's Wear Review*, one of the MacLean trade newspapers.

## "Power Farming's" Advertising Manager Back

H. D. Allen, who has just been discharged from the Field Artillery Officers Training Camp, Camp Zachary Taylor, Ky., has resumed his duties of advertising manager with the Power Farming Press., St. Joseph, Mich., publisher of *Power Farming* and *Power Farming Dealer*.

## F. W. Maas With "Agrimotor"

Frank W. Maas has been appointed advertising manager of *Agrimotor*, of Chicago. For over five years he has been with *Power Farming* and *Power Farming Dealer*, in New York City, as advertising manager in St. Joseph, Mich., and during the past year as Western manager in Chicago.

## Moore Joins New York "World"

William Henry Moore, formerly engaged in newspaper work, has resigned his position with the Government, for which he was doing special work, to become associated with the gravure section of the New York *World*.

## "Missouri Valley Farmer" Appointment

V. G. Scrivner has been appointed advertising manager of the *Missouri Valley Farmer*, Topeka, Kan., one of the Capper publications. Prior to the war he was connected with the *Nation's Business*, Washington, D. C.

## Hill with "National Sportsman"

E. Eugene Hill, formerly southern representative for *House and Garden*, New York, has returned from the service and has been appointed New York representative for the *National Sportsman*, Boston.

## Advertising Manager for Emerson Shoes

Joseph B. Estes has been appointed advertising manager of the Emerson Shoe Co., Rockland, Mass., to succeed Forest N. Vincent, who died last September.

## Eberhard Adds to Staff

Emil Brisacher has received his honorable discharge from the Navy and has become associated with the advertising division of the George F. Eberhard Company, San Francisco, of which he is vice-president.

Lieut. Howard S. McKay of the U. S. Army has also entered the Eberhard organization as vice-president.

## To Manage International Trade Press, Inc.

Harry W. Walker has been elected vice-president and general manager of the International Trade Press, Inc., Chicago. He has been with this company for two years. Previously, he was associated with *System*, the Radford publications and *Engineering News*, now the *Engineering News-Record*.

## Lieut. Eager Mustered Out, Back With Butterick

George T. Eager, 1st Lieutenant, Field Artillery, U. S. R., has returned from the Central Officer's Training School at Camp Zachary Taylor, Louisville, Ky., and resumed his duties with the advertising department of the Butterick Publishing Company, New York.

## Agency Man Back from Service

D. T. Campbell, after a period of military service in the Field Artillery, has returned to the Ostenrieder Advertising Corporation in his former capacity as secretary. He will also act as space buyer.

## W. V. Morgan With "Photoplay"

W. V. Morgan, who has been advertising manager of the *Great Lakes Recruit*, has joined the advertising staff of the Western office of *Photoplay Magazine*, Chicago.

## Kelly-Springfield Tire Account in New Hands

The advertising account of the Kelly-Springfield Tire Company, New York, has been placed in the hands of Gardner, Atkinson & Wells, of that city.

## Woolworth's Year's Sales Nine Per Cent Greater

The total sales of the F. W. Woolworth Company for the year 1918 were \$107,175,749, an increase of \$9,083,491 or 9.26 per cent over 1917.

McConnell & Ferguson, London, Ont., have secured the account of "Trueknit," underwear, made in Hamilton, Ont.

**PERSONNEL**  
*of the Advertising Department*  
*of*  
**GOOD HOUSEKEEPING**

D. LE GRAND HEDGES  
*Advertising Manager*

F. N. DRAKE  
*Western Manager*

*Eastern Office*  
 F. K. ANDERSON  
 E. T. BROMFIELD  
 W. H. OSGOOD  
 R. C. SMITH

*New  
England  
Manager*

EDWARD STINER

*Western Office*  
 F. N. DRAKE  
 S. K. ELLIS  
 W. F. JOHNS  
 C. R. SAMMIS

FREDERICK D. WOOD  
*Director*  
*Department of Sales Plans*

**T**HE year just closed has demanded of advertising salesmen a broader vision and clearer thinking than ever before. The enviable reputation which Good Housekeeping holds among manufacturers is due in large part to the intelligent presentation of our product by our field force. It is with a feeling of confidence and satisfaction that we commend these men to you in helping to meet the many mutual problems and opportunities of 1919.

C. HENRY HATHAWAY,  
*Business Manager.*

**MONARCH OF THI**

# Sustained S

**THE SAN FRANCISCO EXAMINER**

Published in 1918

# **9,863,322**

**AGATE LINES OF PAID ADVERTISING**

The San Francisco Examiner as usual closes the year 1918 with a volume of paid advertising nearly equaling the combined volume of the next two San Francisco newspapers, printing a grand total of 9,863,322 agate lines of paid advertising, leading the second morning paper by 3,914,440 agate lines or 13,980 columns.

Paid advertising appearing in San Francisco newspapers during the year 1918 was as follows:

<b>The Examiner</b>	<b>- - - 9,863,322</b>	<small>Agate Lines</small>
Second Morning Paper	5,948,882	<small>Agate Lines</small>
Third Paper	4,880,104	<small>Agate Lines</small>
Fourth Paper	4,770,990	<small>Agate Lines</small>
<b>Examiner LEAD</b>	<b>- - 3,914,440</b>	<small>Agate Lines</small>

This enormous lead of 13,980 columns of paid advertising over the second morning paper emphasizes the fact that Local and National Advertisers recognize the supremacy of The EXAMINER and depend upon it in many instances exclusively for

OF THE DAILIES

# Supremacy

results. It is the Quality as well as the Quantity of The Examiner's circulation that has made it the dominant Advertising Medium of the Pacific Coast.

## SUSTAINED CIRCULATION

The last semi-annual sworn statement of the San Francisco morning newspapers submitted to a recognized Auditing Bureau for verification showed The Examiner had an average net paid daily (except Sunday) circulation of **123,892** paid copies (a lead in daily circulation over the second morning paper for the same period of **35,895** copies). The Sunday circulation of The Examiner shown in the same report was **257,456** net paid copies (a lead in Sunday circulation over the second Sunday paper for the same period of **132,434** copies). Buyers of advertising desiring to verify these figures will find these statements on file at The Examiner or at any advertising agency.

**The Circulation of The Sunday Examiner is More Than Double That of Any Other Newspaper in San Francisco**

Thousands of lines of Whisky, Matrimonial, Clairvoyant, Palmistry and many other forms of objectionable advertising rejected by The Examiner help swell the total volume of other San Francisco Newspapers. This questionable advertising is barred from the columns of The Examiner on the ground that it is not good reading for the home circle. The elimination of this undesirable copy creates a standard which inspires the confidence of readers and finds expression in greater results for Examiner advertisers.

## THE SAN FRANCISCO EXAMINER

*Is First in Advertising, First in Circulation, First in News*

M. D. HUNTON, Eastern Representative  
American Circle Building, New York

W. H. WILSON, Western Representative  
Hearst Building, Chicago



*The  
Verdict of  
Tabriz*

**J**ust as the Persian rug-weaver awaits the valuation of Tabriz on his handicraft, the writer awaits the verdict of New York on the fabric of his ideas.

A series of advertisements prepared by me for the Hotel Martinique, where comfort and charm abide on Broadway, brought from Walter Chandler, Jr., the manager, this bit of praise: "Your Martinique copy has a winsome atmosphere of friendliness, presented with a fine restraint and dignity".

*Cuttings of Hotel Martinique advertisements will be sent to interested executives.*

**JAMES WALLEN** • *Advertising*

186 West Chippewa Street

BUFFALO, N. Y.

## What Your Branch Manager Is Up Against

(Continued from page 6)

month. Now the same room will bring about \$300.

All sorts of theories have been advanced by merchants for the change. Some will claim that the saloons are responsible for it, because a saloon can afford to pay almost any rent if the location is right. But in cities where prohibition has been established, the rents have not come down any. Picture shows, too, have been blamed. But picture shows have got to the point where special buildings are erected for them, so they do not enter into competition with the merchants for regular store rooms, as they did when the industry first started.

There is probably no particular reason for the rise in rents, except that the landlords found that they could get more. And in this they were helped by the lease speculators, and the chain stores.

The profession of lease speculation is a fascinating occupation based on the knowledge that almost any merchant will pay a little more rather than move. The work is simple, almost to the point of roughness. All the operator has to do, is to walk around town, keeping track of the storekeepers who seem to be making a little money, and finding out when their leases will expire.

Having selected a victim, the speculator goes to see the owner of the property some time before the lease is to expire, and suggests that he would like to rent the location, and is willing to pay \$50 a month more than the place has been bringing. The owner is of course interested, and says he will see about it. What the owner actually does, is to go to the tenant and tell him that the rent will be higher after the expiration of the lease, because he has already been offered a better price.

The merchant, believing this to be a bluff, usually tells the land-

lord that the rent ought to be lowered instead of raised, and if he can get more money for the place, he certainly had better close with the sucker right now. Then the landlord, realizing that he is dealing with an unreasonable man, goes back to his office and signs a lease with the speculator.

This all happens some time before the merchant's lease expires, when he feels independent about it. Later on, when the speculator tells him that the rent will be a hundred dollars more, and that another merchant in the same line of business is just waiting for the chance to get the location, he gives in. The landlord and the speculator each get an easy \$50 a month profit, and the merchant works a little harder to make up the difference.

The chain store has helped to raise rents in a different way. Practically all the branch managers with whom I talked stated that their leases were made up by professional lease men, employed by the corporation. And even though the lease man be the most skilful judge of real estate values in the world, it is easy to see how he can be "worked" into paying too much rent.

When a local merchant wants to rent a store he does not go right out to see the landlord and tell him that he is anxious to have the place. Instead, he will usually have two or three friends call on the landlord at different times to inquire about the location, and when the price is named, back out of the office, saying disagreeably that they were thinking of renting the place, not buying it. Then some day when there has been a failure on the street, or during a long drouth when business prospects look bad and the landlord is in a drooping frame of mind, the merchant meets him on the street and remarks casually that he might use that vacant store if the price was right.

### CHAIN STORES AT A DISADVANTAGE

But when the professional lease man comes to town there is no chance for such work. The mere

fact that he has come, and represents a big corporation, is enough to stiffen the morale of every property owner in the business district. He necessarily comes in contact with real estate men and others whose business it is to boost, and he is naturally shown the optimistic side of everything. Beside this, it is impossible for anyone to know all the ins and outs of a business community without actually living there.

The lease man may be shown a contract which calls for a certain rental on some piece of business property, as evidence of the prices current in town, and naturally believes the place is bringing that price. But in my community, and I suppose in others, it is quite a common practice for a landlord to sign a lease with a merchant at a certain high figure, and then give a separate document calling for a rebate.

The value of such an arrangement to the property owner is obvious. In the first place, the lease at the higher figure is a handy document to show anyone who wants to rent other property which the owner may have. But it may also have a higher sphere of usefulness. A friend of mine, operating a store on one of the side streets, wanted to get into a more central location and opened negotiations with the owner of a room in the down-town district which happened to be vacant. At first the owner would not talk less than \$350 a month, and the merchant had made up his mind that he would not pay more than \$250. It was midsummer, so the merchant felt that he could afford to finesse a little. He merely told the owner to let him know when he made up his mind to get off his high horse, and the store lay vacant a couple of months, the windows getting more fly-specked every day, and the doorway more cluttered up with stray debris.

The merchant learned that on a certain date the property owner had to make a payment on another piece of property which he was buying, and a few days be-

fore that time went to see him. "I should think you would rather rent the place for two-fifty than have it idle forever," said the merchant, "and I have got a thousand dollars right in my pocket to pay four months in advance."

It was a tempting offer, for the note had to be met within a week, and the owner gave in. "All right, I'll do it," he said. "But I have told everyone that I would not rent the place for less than three-fifty, and so I will get you to sign a lease at that figure. However, I will draw up a separate agreement to rebate you a hundred dollars every month."

A bargain was made and the merchant moved in. Some months later he learned why the owner had been so insistent on signing a lease for \$350. An out-of-town man came along and bought the property as an investment, basing his judgment on the high price at which it was renting. And for the balance of the lease the merchant paid the new owner \$350 every month, while the old owner paid the merchant his hundred dollars a month rebate.

#### CLAIMS HANDICAPPED IN LEASING

Such transactions do not look very pretty in print, but they are happening all the time. The professional lease man coming to town to look for a location for his corporation has no means of knowing all these shufflings of the cards, and he does not know what volume of business the various storekeepers along the street are doing, on which to base his judgment. He can station men on a certain corner and learn that twelve hundred people pass there every day between ten and eleven o'clock, but he does not know whether the twelve hundred are prospects for diamond dealers or ten-cent stores.

Bearing all these things in mind, I suspected that the branch manager of the shoe corporation was right when he said that the chain stores usually pay too much rent. I asked him if he merely made that statement as an interesting fact, or if he had an

# ORAL HYGIENE

for February will carry 72 pages of paid advertising. This issue was sold "solid" before forms closed. Perhaps this, from the January editorial, offers a reason why:

With this number *Oral Hygiene*, originator of a new idea of publishing and distribution, enters upon its ninth year.

During this period it has stood for the best interests of the dental profession. It has been equally independent of "trade influence," and the dictation of dental cliques. It has dared to stand for truth and righteousness. Today it possesses the esteem and confidence of the dental profession to a unique degree, and this is an increasing factor.

## ORAL HYGIENE

CIRCULATION—More than 45,000 monthly.

COVERS every member of the dental profession.

PUBLISHED for a syndicate of 36 of the principal dealers in dental supplies.

SUBSCRIPTIONS are paid by these dealers. Each covers his entire territory. No two territories overlap. There are no gaps. Every

English-speaking dentist who so name and address can be secured receives *ORAL HYGIENE* every month. All copies are mailed direct to readers from Pittsburgh.

EDITION published for each territory carries local dealer's name as publisher. The first four advertising pages are his to use for his own local advertising or to donate to local dental societies.

SIZE—Identical with *PRINTERS' INK*.

RATES—On application.

## ORAL HYGIENE

*"The Printers' Ink of the Dental Profession"*

PITTSBURGH, U. S. A.

W. LINFORD SMITH  
Publisher

FRANK C. THOMAS, Eastern Manager  
6 East 39th Street, New York City

MERWIN B. MASSOL  
Business Manager

idea how it might be remedied.

"My opinion is," replied the branch manager, "that no man can be competent to make an intelligent lease of business property unless he actually lives and does business in the town. I would not get a real estate man to make a lease for me either, because real estate men simply can't help being optimistic about the value of property."

"If I were president of my corporation," continued the branch manager, "and decided to enter any field, I would get some local non-competing merchant to work with the professional lease man, and pay him well for doing it. In the first place, it is all to the merchant's interest that rents in his town should be kept down to reasonable figures. And an experienced merchant knows how hard it is to make money selling goods at retail. When the property owner tells of the tremendous business done by the last tenant during the previous December, the merchant will come back by inquiring pessimistically how little the last tenant did in July and August."

#### Hicks Elected Officer of "Southern Ruralist"

Louis D. Hicks, for the past seven years advertising manager of the *Southern Ruralist*, Atlanta, Ga., was recently elected second vice-president of the Southern Ruralist Company, and a director in the Ruralist Press, Inc., a publishing concern which is controlled by the *Southern Ruralist*. He will continue to act as advertising manager.

#### Dr. Burris Jenkins Publisher of Kansas City "Post"

Dr. Burris Jenkins, pastor of the Linwood Boulevard Christian Church, has been appointed editor and publisher of the Kansas City *Post*, to succeed the late William Barton. Dr. Jenkins will continue to occupy his pulpit along with his newspaper duties.

#### New Advertising Manager of Harley-Davidson

O. Grigg, manager of the supply department of the Harley-Davidson Motor Company, Milwaukee, for more than five years, has been appointed advertising manager.

#### Roy G. Watson Publisher of Houston "Post"

Colonel R. M. Johnston, editor of the Houston, Texas, *Post* ever since it was established over thirty-three years ago, has retired from active duties upon the paper. Roy G. Watson, for some time past president and general manager of the Houston Printing Company, publisher of the *Post*, has become editor and publisher.

Colonel Johnston will remain a member of the *Post* family as chairman of the board of directors. He is now president pro tem of the senate of the Texas legislature and lieutenant-governor of the state.

Mr. Watson is the son of J. L. Watson, who became associated with Colonel Johnston in the *Post* ownership in 1885. At the death of the elder Watson in 1897, control of the paper was placed in the hands of a board of trustees until the son should reach the age of twenty-five. He came into possession of the controlling stock in December, 1913, and in 1917 was elected president of the company.

#### Page Ads to Announce Price Reduction

The Notaseme Hosiery Company, of Philadelphia, last week announced a reduction in the prices of goods of its manufacture, using newspaper pages for the purpose. The cut in prices applies to all orders between January 1 and April 30, whether the merchandise be delivered or undelivered. In giving the reason for the reduction the company states that increased manufacturing facilities made necessary by Government orders, together with increased efficiency, have given it greater productive capacity. Now that labor and material conditions are approaching the normal and stable, the company is able to figure on future prices more closely because much of the uncertainty occasioned by the war has been eliminated.

#### Frey Returns to Civilian Life

Charles Daniel Frey is once more actively directing the Chicago company that bears his name, after twenty-one months in Government service. In April, 1917, he became chief of the Chicago division of the American Protective League and in the following November one of the National Board of Directors, stationed in Washington. He was commissioned Captain in the army and acted as liaison officer linking the Military Intelligence Bureau and the American Protective League, whose investigations led along similar lines.

#### A. C. A. Will Meet

The postponed annual convention of the Association of Canadian Advertisers will be held in Montreal January 21 to 23.

**Circulation****Audited by A. B. C.**

Member National  
Association  
Manufacturers  
Since Founded

Member  
The Merchants'  
Association  
of New York



**El Comercio** is sent monthly to carefully selected names in foreign countries, direct from Bindery to Post-Office in individual wrappers with the postage fully prepaid, reaching representative *MERCHANTS, Manufacturers of all kinds, Importers, Dealers and Large Consumers of products made in the United States; also to Mining and Railroad Companies, Sugar and Coffee Plantations, etc.*

**El Comercio**, printed in **Spanish**, is the **oldest Export Journal in the world**.

**El Comercio**, (monthly) has never missed an issue nor changed ownership or management for 44 years.

**El Comercio's policy is independent**—not controlled by any outside influences; is non-political and non-religious, confined strictly to Topics of General Commercial Interests, including Mining, Mechanical and Electrical Engineering, Architecture, Agriculture, Aviation, Science, Arts, etc., embracing commerce and industry in all departments.

**El Comercio's Circulation** (see countries below) is certified by A. B. C. Its interests are confined to the Spanish and Portuguese countries of the World, including Latin America, in which field we specialize.

**Partial List of ADVERTISERS, Showing When they Began**

1875 James Leffel & Co.	1903 Savage Arms Corp.
1876 Steinway & Sons	1905 Fairbanks, Morse & Co.
1879 New Home Sewing Mach. Co.	1905 Henderson Lithographing Co.
1881 Armstrong Mfg. Co.	1907 Brunswick Refrigerating Co.
1882 Whittemore Bros. Corp.	1905 Standard Oilcloth Co.
1883 Fay & Egan Co.	1910 Lane Mfg. Co.
1885 General Electric Co.	1910 Millers Falls Co.
1886 W. F. & Jno. Barnes Co.	1911 E. I. Horsman Co.
1886 Buffalo Mfg. Co.	1912 John Boyle Co., Inc.
1887 Jeffrey Mfg. Co.	1913 Garlock Packing Co.
1889 Colt's Pat. Fire Arms Co.	1915 Westinghouse Lamp Co.
1889 Welch, Holme & Clark Co.	1915 Adriance Machine Works
1890 L. S. Starrett Co.	1915 American News Co.
1890 Vilter Mfg. Co.	1916 Pittsburgh Steel Co.
1891 Gara, McGinley & Co.	1917 International Motor Co.
1894 Magnolia Metal Co.	1917 Hart and Hegeman.
1895 Remington Machine Co.	1917 Eagle Rubber Co.
1899 C. O. Bartlett & Snow Co.	1917 Lawrence & Co.
1901 S. Morgan Smith Co.	1918 Troy Wagon Works
1903 Du Pont Powder Co.	and others

**Countries Covered by****EL COMERCIO****CENTRAL AMERICA**

Costa Rica	Guatemala	Honduras	Nicaragua	Panama	Salvador
------------	-----------	----------	-----------	--------	----------

**EUROPE**

Portugal	Spain	Cuba	Hayti	Puerto Rico	San Domingo	Trinidad
----------	-------	------	-------	-------------	-------------	----------

**WEST INDIES**

Bolivia	Paraguay	Brazil	Chile	Colombia
---------	----------	--------	-------	----------

Argentina		Peru	Uruguay	Venezuela
-----------	--	------	---------	-----------

Ecuador				
---------	--	--	--	--

**SOUTH AMERICA****MEXICO****PHILIPPINES**

A Sample Copy of *El Comercio*, Circular, Rates, etc., will be sent upon request

**J. Shepherd Clark Co., Editors and Publishers**

Burnet L. Clark, President and Manager

**114 Liberty Street - - - - - New York City**

*Please Mention Printers' Ink*

## A Help in Answering Your Reconstruction Problem

"How best can we get the old-time customers back into line—add new accounts—and place our new products economically before the public?"

Thousands of manufacturers have signified their belief that Donnelley's National Red Book Buyers' Guide is one of the *Big Helps* toward answering this question—by signing contracts for representation in the pages of the next issue.

A minimum circulation of 100,000 books (guaranteed by A. B. C. audit) goes into the hands of Executives and Buyers in every channel of trade.

In addition we maintain fourteen Service Stations from New York to San Francisco, where your catalogs, pamphlets and price lists may be filed and all products indexed for the convenience of prospective customers and buyers in these zones.

But you must act promptly. The first After-War edition closes in February.



### The Reuben H. Donnelley Corporation 633 Plymouth Court Chicago, Illinois

#### *Service Stations*

CHICAGO	NEW YORK	DETROIT
633 Plymouth Court	227 Fulton Street	1252 Penobscot Bldg.
Telephone Harrison 7401	Telephone Cortlandt 12084	Telephone Cherry 1381
ST. LOUIS	SAN FRANCISCO	PHILADELPHIA
918-211 No. Seventh Street	450 Monadnock Bldg.	1309 Com. Trust Bldg.
Telephone Olive 2330	Telephone Garfield 247	Telephone Walnut 211
NEW HAVEN—129 Church Street—Telephone Colony 2700		



## **Co-operative Index— Cataloging and Selling Service**

Briefly—we offer representation in a National Buyers' Guide having ten times the circulation of any similar medium and with no waste distribution.

We now list and index the products and services of over 11,000 active American organizations—and provide space for condensed cataloging of their merchandise.

This book is backed by fourteen Service Stations which have answered over 600 buyers' inquiries within a short period relative to sources of supply and are now daily serving the nation's buyers.

This co-operative service should vitally interest every live concern, seeking its share of the prosperity of the new era, and desirous of established selling co-operation in the promotion of their domestic and foreign trade.

The first After-War edition closes in February.  
Write our nearest office for further details.

The  
**Reuben H. Donnelley Corporation**

**633 Plymouth Court**

## **Chicago, Illinois**

## **Service Stations**

**MILWAUKEE**  
1315 Majestic Bldg.  
Telephone Grand 511

**CINCINNATI**  
401 Neave Bldg.  
**Telephone, Main 258**

**BUFFALO**  
501 Niagara Life Bldg.  
Telephone Seneca 26

PITTSBURGH  
1522 Park Bldg.  
Telephone Grant 5532

**MINNEAPOLIS**  
831 McKnight Bldg.  
N. W. Main 3824

**ATLANTA**  
1406 Candler Bldg.  
Telephone Ivy 3984

#### **Telephone Grants**

INDIANAPOLIS—503 Lemcke Bldg., Telephone Main 4681

# NO APOLOGY

*We are not like the man who apologized for writing a long letter, because he did not have time to write a short one.*

---

---

ART and CRAFTSMANSHIP in

## Printing

have been exemplified by the

CHARLES  
FRANCIS  
PRESS

for over twenty-five years.  
Have you come in for your  
share of this superb work?

PRINTING CRAFTS BUILDING

*Eighth Avenue, Thirty-third to Thirty-fourth Streets, New York*

Telephone, Greeley 3210

# Who Is to Blame for the "Advertising Graveyard"?

Metropolitan Advertising Men, with Their Broadway Viewpoint, Asseverates This "Small-Town" Advertiser

By Leon Allen

Of the Piqua Hosiery Co., Piqua, O.

HERE is a story on record, I believe, of a certain New York assemblyman who never made a speech of more than four words, said speech always following some brilliant harangue of the assembly and being as follows: "Them's my sentiments exactly."

That's just the way I feel about Maxwell Droke's article on "Hick Copy and the Up-to-date Countryman," in *PRINTERS' INK* for January 2.

It may occur to some readers of *PRINTERS' INK* that Mr. Droke has overdrawn his picture for the sake of emphasis, but I assure you, as a small-town man, that he has not, and that furthermore he has, in my opinion, touched only on one phase of a lack of sympathy and understanding that is retarding advertising development. Personally, I like the sangfroid, the adaptability and the cleverness of the men who make "Advertising Land" in New York, Chicago, Cleveland and Boston, but isn't there danger of their being too much citizens of Advertising Land and not Manufacturing, Farming, and Merchandising America?

It would be a salutary lesson for many magazine and agency executives if their advertising staffs could sometimes be seen as others see them—and if results could be measured not alone by the \$100,000 accounts landed but by the potential small accounts killed.

John Wanamaker once remarked while indulging in the pastime of patting said John W. on the back, that advertising was no "business" for a piker and a noble army of solicitors have that motto stenciled over their left lung. As a consequence there has grown up

a superciliousness concerning things not born of Broadway, and of currency smaller in amount than say, a mere bagatelle like \$50,000. Now, it isn't amount that determines the piker, but percentage—and lots of "piker" appropriations have involved risks that would make Gates of "Bet You a Million" fame look like a tin-horn sport.

Our organization gets its name in the papers occasionally and as a consequence we are on the visiting and mailing lists of a good many agencies and publications.

Seventy-five per cent of the mail and personal solicitation is irritating and only the fact that advertising is bigger than its standard-bearers keeps us from being unsold.

An ex-member of the magazine fraternity reveals the bunk of the agency Conference Room.

Another bright one shows up with a plan for putting our goods on every shelf from Boston Light to the Golden Gate and only wakes up when we tell him that his plan is good but we don't make the kind of goods our name indicates. (We make men's union suits.)

## WHY NOT ACCEPT PEOPLE AS THEY ARE?

Of course, it's all interesting and amusing, and sometimes we need amusement, for we're twenty-four hours from the Hudson and outside of the "movie," our shows only come once a week, though, of course, we have a good golf course and a town club with slightly less lengthy waits for luncheon and better service than I've had on occasions at Twenty-fourth street. At that we only number 15,000 souls.

After all these years of adver-

tising, however, why should we be either angered or amused?

Why must we be initiated into a mystic Persian rug, rosewood and rosewatered atmosphere in order to deal with the matter-of-fact, albeit, hard to solve problem of boosting sales?

Because we cannot help doffing our hats to \$10,000, which is more money than the richest man in town needs to spend in a year to be a "prince of good fellows," are we really outlanders? Or are we the real America on which will be built the common understanding and good will which will transform the suspicion of advertising into acknowledgment of its part in business development?

The place to measure the real success of advertising is not in PRINTERS' INK tables or number of lines appearing for 1918 or 1919 in various publications, but in the "Advertising Graveyard." Yes, an "Advertising Graveyard" exists and it has its being not merely because advertisers have been lacking in vision or courage, but because the footpath of Advertising Land has been too far removed from the plain people of the Earth beneath.

The man outside your circle wants more than that the people who dominate advertising shall be honest and that they shall have faith in their works.

He wants sympathy for his problems, his limitations and his likeness to the people Lincoln said the Lord must have loved, because He made so many of them.

And the only way that sympathy and understanding can come is by deeper study of us as we are and not as the agency or magazine man thinks of us as he gazes from his skyscraper window and bewails our density in not accepting with open arms his plan of creating a business for our heirs.

### Rauh Will Edit Club Organ

Richard S. Rauh, president of The Richard S. Rauh Co., Pittsburgh, Pa., has been made editor of "Ad-Vents," the weekly bulletin published by the Pittsburgh Advertising Club.

### Number of Publications Falls Five Per Cent

ACCORDING to the forthcoming edition of Ayer's Newspaper Annual, there are 1,178 fewer publications in the United States now than there were a year ago. This decrease amounts to five per cent, as compared with a loss of 2.3 per cent for the preceding year.

While 1,954 publications were suspended or consolidated with others during the twelve months preceding the latest report, only 776 new ones were established—not more than half the usual number. In the list of "deaths" are included nearly 1,400 weeklies, about 120 dailies, 300 monthlies and more than 100 of other issues.

War conditions, it is discovered, were most severely felt among country weeklies. Many publishers of these papers entered the army and there was nobody left to carry on their work.

German papers decreased in number from 490 to 327.

In Canada the decline witnessed in the United States did not occur, although the Dominion lost about 10 per cent of its publications in the two preceding years.

### G. Washington's Coffee Comes Back

Advertising is being done at the present time by the G. Washington Sales Company, Inc., New York, to emphasize the fact that G. Washington's prepared coffee is again available for the domestic trade. "Went to war—home again!" is the headline on one piece of copy. "The Government took it all for the boys in the trenches—100,000,000 cups of it. The firing line had to have the best. Now that the war is over—your grocer has it again." The copy is illustrated with an amusing cut showing a can of the coffee wearing a tin helmet and carrying a teaspoon rifle-fashion.

### Accession to "Needlecraft Magazine"

Leonard Shultz, formerly with the *Millinery Trade Review*, New York, has joined the advertising staff of *Needlecraft*, also of New York.



Charles Daniel Frey  
resumes active direction  
of this Company upon  
his return to civilian  
life, and will devote  
his entire time to the  
interests of our clients.

**CHARLES DANIEL  
FREY COMPANY**  
*Advertising Illustrations*

104 SOUTH MICHIGAN AVENUE  
CHICAGO

## Expediency Should Settle This Ethical Question

NEW YORK, Jan. 9, 1919.

*Editor of PRINTERS' INK.*

The question, "What would you do?" in the Schoolmaster's classroom of January 2 issue seems a very good question of ethics of advertising, but also one very easy to answer.

The agency in question is handling the account of a manufacturer of food products who is slow moving and conservative, content with slow growth and just enough advertising to insure a healthy increase.

A competitor, backed by big money and handling a similar product, approaches this same agency and grants it an opportunity to take on this new account, being pleased by the way it is handling the latter account.

Upon investigation the agency finds everything points to far greater returns for it by dropping the old account and taking on a new one. It questions the advisability of taking on this account because the product is inferior.

It seems to the writer as though there is but one answer, and that, to consider it on a strictly business basis. It is, of course, assumed that the agency, knowing the product it already handles, has advised this client to increase his appropriation. For some good or poor reason the client has refused; therefore, unless bound by a contract, the agency is free to drop the account and take on a new one on which it can gain bigger returns.

The old account, not appreciating the splendid services of the agency, does not deserve such beneficent consideration by the agency, which is entitled to establish new connections, which will bring, in addition to financial returns, a greater appreciation of the agency's efforts. The latter is as important as the financial returns. The agency would by following this suggestion be doing not only the advertiser in question, but also the next agency to take the account, a favor, in that the client would gradually realize that an agency is composed of men who are capable of handling his advertising, and whose advice should be heeded as advice from men who studied his problems and are fully justified in demanding that their recommendations be carried out or else the agency will feel compelled to drop the account and take on a connection in which its services will not only be recognized but appreciated.

ROBERT H. LEONARD.

## Willard E. Stevens Joins "McClure's Magazine"

Willard E. Stevens has joined the Chicago office of *McClure's Magazine*, New York, with Ohio as the territory he will cover. Mr. Stevens was formerly advertising manager of *Harper's Weekly* and subsequent to that was a partner in the Lawrence & Oswald Agency in Cleveland. During the past year he has been engaged in war work at Washington.

## Mayo Underwear Advertised in Sixteen Cities

Full-page advertisements of Mayo underwear for men and boys have appeared in twenty-eight daily newspapers located in sixteen leading cities, during the past two weeks. The campaign, which runs until the middle of February, in addition to the page mentioned, calls for three ads measuring 560 lines each and two of 1,120 lines.

The Mayo Mills, like many others, were engaged during the war upon Government contracts. The company, in its new advertising, devotes much of the space to a description of present conditions. It calls attention to the new mill recently erected at Mt. Airy, North Carolina, and promises delivery of Mayo underwear in all sizes and in normal quantities by next fall. W. M. Franklin, Jr., manager of the New York office of the company, states that another campaign will be put on at the end of mid-summer.

## Kenneth Cloud Back With Touzalin

After seventeen months' service in the army, Kenneth Cloud, of the copy department of the Charles H. Touzalin Agency, Chicago, has returned to his old place in that organization.

Mr. Cloud volunteered in the early days of the war and was picked from General Wood's division for training in the Divisional Officers' Training Camp. Upon completion of the course and receiving a commission in the Infantry, he was sent to Porto Rico as an instructor in the Porto Rico Officers' Training Camp, from which place he was discharged.

## Leffingwell With "American Architect"

H. J. Leffingwell has been appointed central representative for the *American Architect and Building Age*, New York, with offices at Cleveland, Ohio. For many years Mr. Leffingwell was connected with the Wells-Fargo Express Company, as agent, superintendent and manager of the Loss and Damage Prevention Bureau. More recently he has been manager of the New York office of Robert H. Ingersoll & Bro.

## Will Manage Advertising of Machinery Manufacturers

On January 15, Graham W. Brogan, formerly advertising manager of the Duesenberg Motors Corporation, New York, became associated with the Black & Decker Manufacturing Co., Baltimore, Md., in a similar capacity.

D. G. Caywood, formerly sales manager of the Brunner Manufacturing Co., Utica, N. Y., has become associated with the Black & Decker Co., as special representative to carry on the field work for the distribution of the company's specialized products.



## "Putting the baby in short clothes"

The history of all the really important events of a woman's life is written in stitches.

The graduation gown, the linen showers for her school friends, her own bridal chest, her trousseau—these are only the beginnings of the loving stitches which the average woman takes in the course of her lifetime. She uses her taste and ability to make beautiful things for her family, for her friends, for her church. Whenever she seeks to express her affection for a person or for a cause she seems to do it with her needle.

Year by year she sets herself higher standards for her work. She demands excellence of design as well as of execution. She wants her work to look hand-made not "*home-made*."

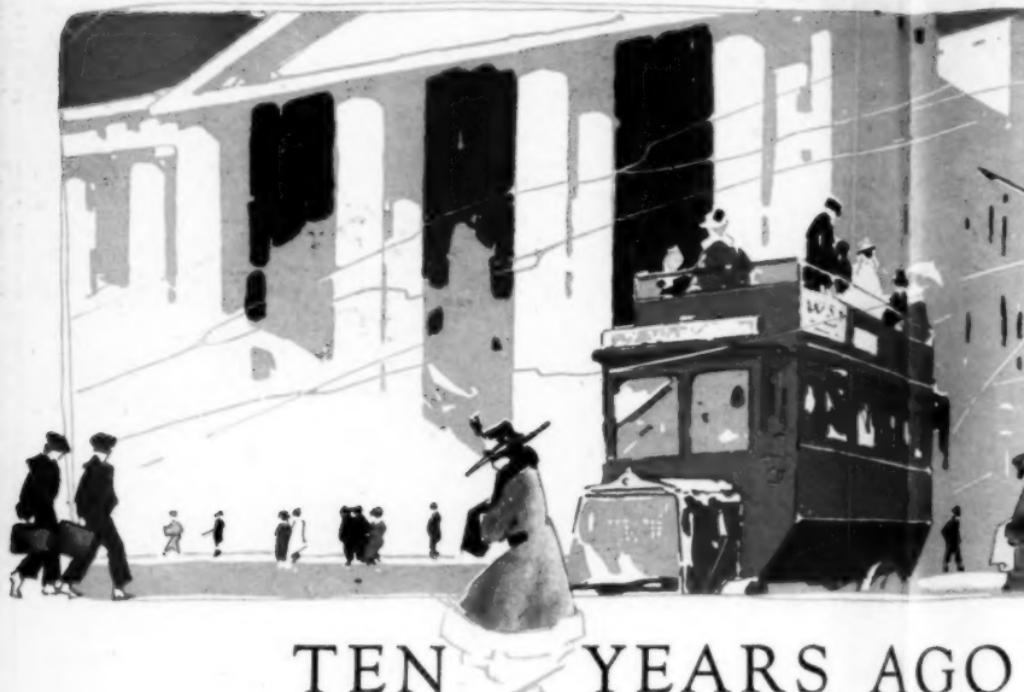
This is why women value MODERN PRISCILLA so highly. In it they find the way to make their loving stitches express more and more of their own personality, achieving work which has intrinsic as well as sentimental value.

The women who take Priscilla are the well-to-do women with time and money in excess of the sordid workaday needs of the household. They constitute the best market in the country for everything for home and personal use.

## The Modern Priscilla BOSTON

New York: 23-25 East 26th St.

Chicago: Peoples Gas Building



## TEN YEARS AGO

TEN years ago advertisers had just definitely realized that the possibilities of printed and lithographed advertising in their selling campaigns, extended far beyond the sphere of mere catalogs of their product.

Ten years ago THE MUNRO & HARFORD COMPANY was established with the definite purpose of supplying printing and lithographing that filled this need of the advertiser.

This led most naturally to giving particular attention to "Color in Advertising", and the building up of an organization capable of co-operating

ADVERTISING BOOKS  
CATALOGS, BOOKLETS, FOLDERS  
WINDOW DISPLAYS, COUNTER CARDS  
COLOR INSERTS  
HANGERS and WINDOW POSTERS  
NOVELTIES

PRINTERS' INK



## GO AND TODAY

efficiently in the furnishing of basic plans and ideas, and expressing them by the work of clever artists, with printing and lithographing of the kind that carries the advertising message to the public most effectively.

Our purpose ten years ago is our purpose today, and if you look on your advertising literature and dealer display work as definitely important factors in your selling campaign, we can co-operate with you intelligently.

Have you an important proposition in mind? —we will be glad to hear from you.

COLOR IN  ADVERTISING

**THE MUNRO & HARFORD COMPANY**

Lithographers  
& Color Printers  
416-422 WEST 33<sup>rd</sup> STREET  
NEW YORK

## THE PERSONAL EQUATION IN FOREIGN ADVERTISING

**P**ERSONAL knowledge of the South American market is a pre-requisite for sound advice on merchandising problems in Latin America.

On the staff of our Foreign Department are men, Latin Americans by birth, who have been actively engaged in merchandising and advertising business in South America and Mexico, and who can bring their own experience to bear on the problems of American manufacturers desirous of entering these markets.

The Manager of our Foreign Department plans to visit Cuba in February to investigate trade conditions, and will be glad to execute any commissions from prospective clients.



**FRANK SEAMAN**  
INCORPORATED

470 Fourth Avenue, corner of 32nd Street  
New York City

Chicago Office: Monroe Building  
Monroe St. and Michigan Ave.

# Advertising to Save a War Style for Peace Use

Gray Shoes, O. K.'d by the War Industries Board, Were on the Market When Restrictions on Shoe Colors Were Removed—A Game Drive to Save the Situation for Dealers

WHEN the War Industries Board prescribed strict regulations last summer regarding the styles, colors, height and several other things, of shoes for next spring and summer, it allowed manufacturers to make women's footwear in three colors, one of which was gray.

As a result the manufacturers' salesmen pushed the sale of gray shoes last fall, when out for advance orders from wholesalers and retailers. Consequently there are now very large stocks of gray kid leather and of gray kid shoes in the hands of shoe manufacturers.

When the restrictions were recently taken off leather and shoe manufacture, a great deal of uneasiness began to be felt throughout the trade by those who had large stocks of gray shoes and by those who had entered their orders for these goods. Instead of being restricted to gray as the only change from black and white, women can now purchase shoes of any color. Fickle fashion might have some other color the mode for next spring, and those who have stocked up on grays would suffer accordingly.

There has consequently been a feeling among manufacturers, wholesalers and retailers alike that it would be well to sacrifice grays. In order to avoid the immense loss that would ensue if

such a course were adopted, the F. Blumenthal Company has recently inaugurated a unique campaign of advertising. It is a very large manufacturer of glazed kid and naturally is vitally interested in shoe styles.

The campaign is being conducted under the name of the Fashion Publicity Company of New York, because it is the opinion of J.

THE Style Observer already finds smart shoes of Gray Kid pervading as a keynote in the barometer of footwear fashions. The most predominant whenever well-dressed women congregate.

Gray Kid colors, and "F. B. & C." Gray Kid No. 20 is the leather made for elegant and functional wear during the winter and early spring. Both soft and smooth, it is a leather of great style with strong points of attractiveness.

The women of "F. B. & C." Gray Kid are the most well-worn, most popular, and most wanted shoes of all.

**Important Shopping Note**

Buy "F. B. & C." Gray Kid. You will be surprised to find how many styles of "F. B. & C." Gray Kid are now being offered in the market. There are many styles of "F. B. & C." Gray Kid, but the most popular is the "F. B. & C." Gray Kid "No. 20".

"F. B. & C." Gray Kid "No. 20" is the one most popular for the most important occasions for which "F. B. & C." Gray Kid is used.

"F. B. & C." Gray Kid "No. 20" is the one most popular for the most important occasions for which "F. B. & C." Gray Kid is used.

**FASHION PUBLICITY COMPANY**  
NEW YORK  
**F.B. & C. Kid**

NEWSPAPER ADVERTISING TO HOLD A STYLE STEADFAST

Stevens Ulman, the president of the company, that the success of such a campaign depends largely upon the style atmosphere. Under the name chosen the company can exploit any styles it believes are right and reach the customer in this way in a little different manner from what would be possible

over the regular signature of the firm.

Over the signature of the Fashion Publicity Company the Blumenthal Company has already conducted successful campaigns to popularize glazed kid and to urge the public to ask for shoes made of F. B. & C. kid. The present campaign specializes and is for the purpose of popularizing a particular color in footwear, combined with shoes made of glazed kid.

Mr. Ulman predicts that as a result of the campaign grays for spring and Easter wear for women's shoes will have a tremendous vogue, and his company is urging manufacturers and all others on no account to sacrifice their stocks of gray shoes. He is willing to do the advertising necessary to make women want gray shoes next season, and to put the normal merchandising value back of their stocks of these goods.

A campaign of this character is certainly a novel one in the shoe and leather industry, and shows a broad-minded viewpoint and a spirit of close co-operation. Having disposed of large stocks of its gray kid to the manufacturers, the company does not figure that its interest in the matter is ended. Now that conditions have changed and manufacturing restrictions are waived, it believes in working for and with the trade and in helping them dispose of the goods without suffering losses.

The campaign of advertising started on December 17, with full-page advertisements in thirteen of the largest cities of the country. The advertisements were headed "Advance Footwear Fashions," and advocated gray kid as the leather mode for street and dress wear for winter and early spring. They incidentally urge women to ask for shoes made of F. B. & C. kid. The announcements also predict white washable gray kid as the prevailing fashion for southern resort wear this winter, and for general use throughout the country next summer. The two trade-marks used by the F. Blumenthal Co. in connection with its gray and white kid leathers

are prominently displayed in every announcement, and women are urged to look for these marks on tags attached to the gray and white kid shoes they buy.

Besides newspapers, the propaganda is going into theatre programmes in all of the large cities throughout the country in page space, and also in women's publications, and many of the weekly magazines. In fact, as Mr. Ulman says, "We are going to do everything possible to make this campaign a success. We are going into everything worth while. The advertising plan for 1919 is a very extensive one. We are style leaders, not only in leather, but in shoes, and our close co-operative arrangements with shoe manufacturers and retailers make it possible for us to create styles, and through our extensive publicity campaigns to make these styles good."

There has always been a great deal of discussion as to how styles in dress originate. Perhaps the Fashion Publicity Company will lift a little of the mystery and at the same time prove that advertising has one more great accomplishment to its credit by setting the fashions in footwear for American women, who are acknowledged to be most fickle in their shoe likes and dislikes. It is an interesting experiment anyhow, and well worth watching.

### Ralph E. Simpson Out of the Service

Ralph E. Simpson has been appointed assistant publicity manager of the Green Engineering Company, East Chicago, Ind. For the past eighteen months he has been a Lieutenant in the 55th Field Artillery, Fort Sill, Okla. He was formerly with the Indiana Inspection Bureau, Indianapolis, in an engineering capacity.

### To Represent "Pacific Ports" in San Francisco

Hinden Holden Clark has been placed in charge of the San Francisco office of *Pacific Ports*, Seattle, Wash. He has been in Europe for several months in the interests of that publication. E. B. Butler, formerly Pacific Coast manager for the Shaw publications, is in charge of *Pacific Ports'* New York office.

## To Advertisers and Agents

### At Last a Satisfactory Method of Financing Advertising in Latin America

THE Bureau of Foreign and Domestic Commerce of the Department of Commerce has announced that in the future American advertisers and advertising agencies may obtain local rates for advertising space by arrangements with banks in various cities of Latin America.

THE NATIONAL CITY BANK OF NEW YORK offers freely and heartily its facilities to American advertising agents and advertisers. Since it has branches in every important business center in Latin America, it is in a position to perform a service that is especially helpful.

#### Branches of the National City Bank of New York in Latin America:

Buenos Aires, Argentina	Montevideo, Uruguay
Plaza Once, Buenos Aires, Argentina	Caracas, Venezuela
Rosario, Argentina	Cardenas, Cuba
Bahia, Brazil	Cienfuegos, Cuba
Rio de Janeiro, Brazil	Havana, Cuba
Santos, Brazil	Matanzas, Cuba
San Paulo, Brazil	Sagua la Grande, Cuba
Santiago de Chile	Santiago de Cuba
Valparaiso, Chile	San Juan, Porto Rico

#### The Method of Procedure

The advertiser or agent must first of all create a credit with The National City Bank covering the expense of the transaction. He then sends the original order together with the matrices, engravings, etc., direct to the publisher and at the same time a duplicate of the order to The National City Bank of New York.

On the 10th of the month following date of insertion, the publisher presents his bill to The National City Bank branch, in the city in which the advertisement appeared. This bill is accompanied by voucher copy of the publication carrying the advertisement.

The payment will be made in currency of the country, and a record of the rate of exchange at which payment is made will be sent to the advertiser by The National City Bank of New York.

*We will be glad to give further details upon request.*

### The National City Bank of New York

55 Wall Street, New York

## How the Domestic Servant Problem in England Affects America

At the present moment England is in the throes of the most serious domestic servant trouble she has ever experienced. Servant girls by tens of thousands have gone into the munition factories, to get better pay with shorter hours.

They are now semi-skilled and most of them will be absorbed in the industrial revival which has already begun in England.

All the workmen's dwellings in England, most of the middle class homes, and many of the biggest houses are entirely devoid of labour saving devices, and they are badly needed now.

America, the land of labour-saving devices for the home, can supply England's needs. England wants vacuum cleaners, hand and electric carpet sweepers and electric, gas and oil apparatus to save coal fires. She wants breakfast foods, canned goods, all kinds of dainty foods requiring little or no preparation, and she wants them *now*.

If this opportunity interests you, and you will send me full information regarding your goods, I will advise you to what extent they are suitable for the British Market, and if and how they may be altered with advantage.

This is Great Britain not America, and in many ways methods of advertising, publicity and marketing are entirely different. A bad start here generally puts an end to the proposition, whilst a good start just now with the right goods, is about as certain of success as anything in commerce can be.

*W.S. Crawford.*

**W. S. CRAWFORD, Ltd.**  
*Advertisers' Agents and Consultants*

Craven House, Kingsway  
LONDON. ENGLAND

## Conservation Division Will Work for Manufacturers

OUT of the wreck of the War Industries Board there will be saved the "Conservation Division"—formerly the Commercial Economy Board. It is to become the conservation annex of the Department of Commerce. Its work will be similar in character to that undertaken during the war, but its operations will be more specialized. Its activities, likewise, will be more specifically for the benefit of manufacturers, producers, etc.

For instance, it will assist manufacturers to work out economies and forms of standardization for their own sake, just as these same manufacturers have during the past year or two temporarily adopted such eliminations for patriotic purposes.

When a call is made, the Division will try to render every possible assistance. With this attitude of awaiting an invitation to serve, it is expected that the movement for permanent conservation programmes in industry may gather headway rather slowly. It is the idea of John Cutter, the Division's head, that in the early stages there will probably be heard from only those industries that are so thoroughly organized that any schedule agreed upon can be put over. It is the hope at Washington that ultimately a number of those industries that tried the experiment of co-operation under compulsion will come together voluntarily.

The betterment of retail methods and practice the officials at Washington would prefer to leave to the organization of the Council of Defense. It seems likely that the Council will remain on the job for some time to come and Secretary of the Interior Lane and other officials are launching a systematic campaign, addressed to Governors and state legislatures to prevent the disintegration of the State Coun-

cils and to keep all local councils in existence to co-operate with Federal agencies.

The Conservation Division has already gone on record in protest against the practice of retailers who yield to the first impulse to return goods without any attempt to adjust matters. It is felt that this constitutes one of the most serious leaks or wastes of our distributive system.

The inclusion of the Conservation Division in the Department of Commerce may also result in the assignment to this Bureau of missionary work to reduce the present high cost of city cartage. Secretary of Commerce Redfield has felt keenly the need for reform in this quarter ever since the U. S. Census Bureau made to him the special report, which was reviewed in PRINTERS' INK at the time, and which revealed the amazing cost of cartage as an element in the expense of distribution of goods.

## The Festive Goober Is Ambitious

A Southern correspondent tells PRINTERS' INK that cotton-seed oil mills are putting in machinery for crushing peanuts, to obtain the oil. "Peanuts," he prophesies, "will be second 'king' in the South."

## Joins Staff of New York "Commercial"

Manuel Meth, who was in the advertising department of the American Express Company, New York, before he joined the army, has joined the soliciting staff of the New York *Commercial*.

## Ganser With Henri, Hurst & McDonald

G. F. Ganser, formerly with the Carl M. Green Company, Detroit, now the Green, Fulton, Cunningham Company, has become associated with Henri, Hurst & McDonald, Chicago agency.

## Kansas Gives a Lesson in Business or Courtesy

Leavenworth has the most polite man in the world. When a woman apologized for gouging him in the eye with a parasol he said: "Don't mention it, madam. I have another one."

## Name "Beech Nut" in Litigation

THE Beechnut Cereal Company applied at Washington for the registration of the word "Beech-nut" as a trade-mark for cereal breakfast foods and at once encountered the opposition of the Beech Nut Packing Company. On appeal to the highest authority at the Patent Office this opposition was sustained.

This case raised the question whether the full force of the prohibition upon the borrowing of parts of corporation names would extend to a word that is not a surname and has not been cornered by the pioneer in the field.

Discussing the fine points involved, Assistant Commissioner of Patents Clay said: "The goods of the two parties are not in the same class, although they are similar enough to make it obvious that the reputation gained in the trade of the opposer (Beech Nut Packing Company) would probably be useful to one trading in cereal breakfast foods.

"It is clear that this applicant could by the use of the term "Beech Nut" on cereal breakfast foods profit by the reputation of a previously well known trader in various food products.

"Moreover, 'Beech Nut' was such a name as a corporation first adopting it might acquire peculiar proprietary rights in, and stands in a little different light from such a name as 'National' for a baking company or 'Simplex' for a machine maker. 'Beech-Nut' as a name for a food packing company was pre-empted, segregated, and peculiarly the property of the opposer at least as against any later comer in this trade whose goods might be supposed to have originated with the Beech Nut Packing Company."

In effect, this decision says, that a concern may establish monopoly in a more or less fanciful name, even though its trade field be a very wide one as in the case of the Beech Nut Packing Company.

## Sales Activity of Robischon & Peckham Company

The Robischon & Peckham Co., New York, selling agent for eleven large knitting mills, has appointed H. S. Bourgeois sales and advertising manager. For the past seven years he has been a salesman for the company in the middle west, with headquarters in Chicago.

Eight or ten men are being added to the sales force, with the end in view of covering the country more thoroughly, now that there is more merchandise to distribute to the civilian trade.

An extensive advertising campaign in business papers is being planned. Also merchants will be supplied with dealer helps for the company's various lines.

## "Gas Masks" for Soldiers' Bread

The American Electrical Heating Company, of Detroit, in its current business copy reveals an interesting war secret. When the Germans first began the use of poison gas, it was quickly discovered that this gas poisoned the hard bread supplied to the boys in the trenches. To prevent this it was necessary to pack the bread in tin containers which were air-proof, and for this purpose the baking companies used, the advertising says, "American Beauty" electric soldering irons. The copy shows scenes in a bakery where oblong tin boxes are being sealed in the manner described.

## If Not Advertising, What Is It?

THE AMERICAN AGRICULTURAL CHEMICAL COMPANY  
BOSTON, MASS.

*Editor of PRINTERS' INK:*

Referring to the discussion in regard to the Page & Shaw advertising, I understand they claim to do no advertising.

Why not print a photograph of their big sign, located on the Jersey marshes, just this side of Manhattan Transfer Station?

FRANK R. MILLER,  
Manager Advertising Department.

## Out of Navy, Joins B. Kuppenheimer & Co.

Salem N. Baskin has been appointed advertising manager of B. Kuppenheimer & Company, Chicago. Mr. Baskin, previous to his enlistment in the Navy last spring, was advertising manager of The Hub, a Chicago retail clothing store. He secured his discharge from the navy and assumed his position with Kuppenheimer on January 2. I. J. Robinson, who has been doing Mr. Baskin's work at The Hub, has succeeded him as advertising manager there.

# 5,000,000 Lines



## What This Service Means to Advertising Agents and Manufacturers

1. This Merchandising Service is offered to the advertising agents only. No business is taken direct.
2. The publisher's regular commission as indicated on individual rate cards, is paid the advertising agents.
3. The combined advertising rate per line per thousand of circulation, is the lowest in existence, considering the service rendered.
4. The circulation of these 55 Daily Newspapers exceeds 2,000,000; serving three-fifths of the population of Illinois. One subscriber in every two families.
5. It is a complete and practical selling organization.
6. It relieves the manufacturer of all selling costs and salesmen's expenses.
7. The sales policy is entirely in the hands of the manufacturer.
8. The proper percentage of retailers to be stocked is made a part of the advertising contract.
9. No advertising space is released in any town until merchandise is on retailer's shelves.
10. It guarantees adequate distribution in advance of advertising.

**of New Advertising Created for Advertising Agencies In Less than Six Months Time, In Illinois Alone.**

This new business was created by the Newspaper Merchandising Service Co.

Most all of it came from manufacturers who had never advertised before.

All of it went through Advertising Agents to 55 Illinois Daily newspapers, and the Publishers' regular commission as indicated on individual rate cards was paid.

The Newspaper Merchandising Service Co. actually created this business by placing the goods on the dealers' shelves before a line of copy was released to the publishers.

And this Merchandising Service was given without cost to the Advertising Agencies or the advertisers other than the rate charged for the advertising.

We are in a position to place any acceptable merchandise of any class with a guaranteed percentage of dealers in this territory.

We are in reality the Merchandising Representatives of the Publishers in these 55 distributing centers, working on a complete understanding with the dealers.

We have a corps of high-grade specialty salesmen who do the selling. While these salesmen co-operate with the publisher, the dealer and the jobber, they are entirely under the control of the manufacturer as to the selling policy.

When the amount of sales is up to our guarantee and to the absolute satisfaction of the Advertising Agency and to the Manufacturer, the advertising copy is released—NOT BEFORE.

This is the *first time* that a Newspaper Merchandising Service has been made practical, and operated successfully.

We would like an opportunity to explain to Advertising Agencies just how thoroughly the plan has been worked out and carried out—and give you the proofs.

Write us today.

In a very short time we will announce the opening of this service in 4 other Central Western States in addition to Illinois.

## Newspaper Merchandising Service Co.

Representing 55 Illinois Daily Newspapers  
MARQUETTE BLDG., CHICAGO

# CATALOGS

BROADSIDES—FLYERS—FOLDERS—CIRCULARS

Every manufacturer in the United States is mentally or actually figuring on expansion.

Expansion calls for publicity—periodicals—newspapers—Broadsides—folders—catalogs.

We are manufacturers of paper—paper of every variety—for every use. We are "squaring away" to meet the demand that is coming for the making of the hundreds of tons of paper to be printed and distributed in this and foreign countries during 1919.

Machine Finish and Super-calendered Book, English Finish and Coated papers—light weights a specialty.

Let us know what you are contemplating. Possibly a timely suggestion may be made.

## SEAMAN PAPER COMPANY

Chicago  
208 So. LaSalle St.

New York  
200 Fifth Ave.

PHILADELPHIA BUFFALO MILWAUKEE MINNEAPOLIS  
ST. PAUL ST. LOUIS CINCINNATI



All together—Let's continue production and insure Prosperity.

JOHN T. MURRAY  
U. S. DEPARTMENT OF LABOR

U. S. DEPARTMENT OF LABOR  
W. B. WILSON, Secretary.

# "Don't Dump Reserves of Materials," Washington Urges

Steady Market for Them for Years to Come—Legislation to Be Watched

**R**EPORTS reaching Washington from various quarters indicate that there is very real danger that not a few business houses will yield to the temptation to throw on the market reserves of commodities in stock. This applies particularly to raw materials but it is said that in some instances manufactured articles are involved in the desire to unload. Washington's admonition is, "Don't."

The impulse to get rid of surplus material is perfectly natural in the case of a manufacturer who has acquired the material for war contracts and who is now left holding this particular bag by the cancellation of the war contracts. The manufacturer asks himself whether it is not the part of discretion to get rid of the stock while prices are at their present level. The officials at Washington suggest that he make sure that he will have no use for his accumulated reserves of material in the manufacture of any new lines or products he may decide to take on in the period of readjustment. Many manufacturers stocked up during the year 1918 with abnormal quantities of material expecting a long war. One reason for unloading has been the desire to get ready for the tax levies under the new Revenue Act.

Few manufacturers fear falling prices. The chief reason is a desire to build up cash balances. Concerns in lines where there has been a liberal extension of credit, are particularly anxious to restore the normal ratio of quick assets.

Federal authorities such as Burwell S. Cutler, Chief of the Bureau of Foreign and Domestic Commerce, insist that manufacturers should go slow in releasing material for which they can ultimately find use and should refuse to sacrifice values. They are con-

vinced that industry faces a world-wide shortage of raw materials for years to come and they would regret to see any dumping of "rainy day" resources merely for the sake of immediate peace of mind.

There is another important angle of this question of reserves of materials. Frank A. Vanderlip and other captains of finance and business have lately called for measures that will prevent Allies, neutrals or late enemies from draining off, to the detriment of our American manufacturers, the resources of which the United States is the great natural storehouse. That is a national responsibility, however, and one that may ultimately lead to tariff revision.

## SHOULD GO SLOWLY, TO PREVENT DISASTER

Mr. Cutler says: "We must guard against motives of fear in the business world. At present most of our factories and store-rooms are filled with raw materials and commodities which the owners may be tempted to sell at sacrifice prices in order to restore cash balances wholly depleted by war taxes and purchase of Liberty Bonds. Precipitate action of this kind, if based on a fear that raw materials will generally decline in value will bring individual and national loss. The most knowing and deliberate business men realize that the available supply of basic materials for human use and consumption is many times less than the world will need for some years to come. This is the inevitable result of four years of systematic destruction without replenishment in every quarter of the globe."

Every manufacturer should keep a weather eye upon three pieces of legislation upon which

Congress and Federal officials are at work and the enactment of which must inevitably have widespread influence upon the whole issue of the disposition of America's natural resources. One of these measures is the Minerals Bill which was passed by Congress as a war measure and is now to be revised. The second is the General Leasing Bill which affects especially the development of oil resources. The third is the Water Power Bill which will probably not be disposed of until the new Congress has organized but the far-reaching effects of which upon industry in general when it shall have finally been approved are, perhaps, little appreciated by the majority of business men.

The Minerals Bill has, for all business, one vital aspect. It presents the issue of allowing compensation to producers in fields where the need for increased production is evident for the sake of business progress but where a certain proportion of producers will be unable to meet competition at the prices that will prevail in the era of readjustment.

#### Out of Service, Joins Blaine-Thompson

James A. Henderson, advertising manager for the Pan American Motors Corporation, and The Universal Safety Sales Corporation of Decatur, Ill., previous to his entering the military service, has received an honorable discharge and joined the forces of the Blaine-Thompson Company of Cincinnati, Ohio.

Mr. Henderson was at one time connected with the Chas. H. Fuller Co. of Chicago, and later was western manager for the Geo. B. David Co., New York, publishers' representative. In 1917 he joined the advertising staff of the Decatur *Review*.

#### Detroit "Journal's" Appointment

Charles Hatcher on January 1 was appointed circulation manager of the Detroit *Journal*. He has been with the Detroit *News* in a similar position.

#### Sphinx Club Dinner

The next dinner of the New York Sphinx Club will be held at the Waldorf-Astoria on Friday, January 31, at 7 o'clock.

## Why Don't Books Sell Better?

A New York Publisher Propounds a Series of Questions to Which No Answers Are Readily Available—Problem Seems to Sift Down to One of the Right Sort of Advertising

MOFFAT, YARD & COMPANY  
PUBLISHERS

NEW YORK, Dec. 31, 1918.

*Editor of PRINTERS' INK:*

I am anxious to start a discussion on the subject of book advertising.

I have read PRINTERS' INK for a good many years. I have read with great interest articles on advertising of everything under the sun with the exception of books.

I should like to see an article, or a series of articles, on the subject of book advertising, after an investigation of the matter by one of your experts.

Take, for instance, a book like "The Four Horsemen of the Apocalypse." There is a book that the publishers advertise as having sold one hundred thousand. A book by Harold Bell Wright sells five hundred thousand. A book by H. G. Wells, like "Mr. Britling Sees It Through," sells three hundred thousand. There are one hundred million people in the United States, of whom I believe it is estimated that nearly two-thirds are adults. Why, oh, why is it that with so large a population, only such a small percentage of copies are sold?

Is it that people do not read books enough? Is it that publishers do not advertise properly? Is it that they do not advertise enough? As sales are now, publishers can only afford to spend a small percentage of money received for advertising to make any profit at all. Is it that books cost too much? Or what is the reason that more good books are not sold? Not necessarily fiction, but books on subjects about which hundreds of thousands of



Wilfred O. Floing Company renders a highly developed art service to agencies and advertisers.

It concerns itself, first and last, with the physical appearance of advertisements.

To its specialized ability in this direction, it adds a thorough knowledge of the fundamental principles of advertising.

It makes no attempt, however, to direct or devise general advertising policies, or build campaigns.

Over a period of years, this company has given intelligent, sincere cooperation to a number of the more exacting agencies; and, through them, to their advertisers.

We have every reason to believe that our service has been entirely satisfactory.

**WILFRED O. FLOING COMPANY  
CHICAGO**

---



# Ainsden Studios.

Advertising Art  
Engineers Bldg. Cleveland

A man is known by his friends  
A business by its clientele.  
Among our clients are many  
whose trade marks are famous.

*Does The Lantern brighten your desk occasionally?*

people should be interested, and still there are comparatively but a few hundred copies sold. The ratio is certainly very small.

Is it that people read newspapers too much? Is it that they read magazines too much? Is it that they are too busy to read at all? Or is it that people that have the money and should buy books are otherwise engaged in pursuits of leisure, like automobiling, movies or golf?

Books are a necessity. People (en masse) hate to buy necessities, but how they do buy luxuries! I have heard it said that if publishers could convince the public that books are luxuries, thousands of more books would be sold. A man will spend five dollars to take his wife to the theatre, and think nothing of it. If she should ask him to buy five dollars' worth of books he would think she was crazy.

All of the large publishers advertise extensively in trade journals, magazines, and exploit their books through many channels, like libraries, reading circles, moving pictures, and the like. Is it that publishers do not know how to exploit their products? Is it the lack of co-operation between bookseller and publisher? Are their merchandising methods wrong?

The publishing business is perhaps one of the most difficult to advertise, for the reason that each and every book is different, and appeals to different people. It is not like a nationally advertised and used product like a safety razor, or face powder, which each sex uses extensively. The manufacturers of these products drive on the features of this one article, whereas, book publishers have to drive on the different features of every separate book that they publish. Ofttimes a man entirely out of the trade can get an entirely different slant from the people who are engaged in it daily.

Hundreds of thousands of books, even millions, are sold, but not anything in proportion with what should be sold.

We are living in an educational

**County Agricultural Agents** are joint officers of the U. S. Dept. of Agr., and the Agr. Colleges. They are men of practical farm experience and scientific training, preferably Agr. College graduates.

County Agents are employed to work with farmers for the improvement of agriculture and the betterment of farm living conditions. They are to agriculture what efficiency experts are to manufacturing and business.

American Farming, since 1916, has been publishing the methods employed and the results achieved by County Agent work, from all states of the Union.

A prominent member of a leading Advertising Agency characterized this co-operation as "undoubtedly the most constructive work being done by any farm-paper in the United States."

We have compiled a little booklet descriptive of the County Agricultural Agent movement. The information it contains is invaluable to every one interested in trade with farm people.

**Ask for Booklet C  
Sent Free on Request**

## **American Farming**

DUANE W. GAYLORD, Publisher  
GEO. H. MEYERS, Adv. Mgr.

**Chicago**

Paul W. Minnick, Eastern Rep.  
23 East 26th St., New York

## A Metropolitan Newspaper

is making plans  
to publish an

## Anniversary Edition

and is open for  
proposals from  
an established  
special edition  
advertising man.

Character is the  
chief essential.

Write giving  
full references  
as to past work.

**"A. M." Box No. 266  
Printers' Ink**

period, a period in which the people are uplifting themselves, educating themselves. The need for it is becoming more necessary every day. People are getting keener, they are thirsting for knowledge. But why do the approximately ten thousand fine books published every year have such a mediocre sale?

A series of articles on this subject should certainly make interesting reading for advertising people, besides the book publishers themselves.

**MOFFAT, YARD & COMPANY,  
JOHN H. APELER,  
Sales Manager.**

---

### Join Hudson's Advertising Department

Harold M. Hastings has returned from ordnance work in Washington, D. C., and has joined the advertising department of the Hudson Motor Car Company, Detroit. For three years Mr. Hastings was a member of this company's sales force. L. K. Weber, four years city editor of the Chicago office of the Associated Press, has also joined the Hudson advertising department.

This department, which is now in charge of George W. Cushing, will handle the advertising for both the Hudson Six and the Essex.

---

### Simpson Agency's New Account

The Landon Corporation, South Bend, Ind., has placed the Simpson Advertising Service Co., St. Louis, in charge of its advertising. The Landon concern advertised Wa-Ne-Ta Foot Tablets extensively a year or more ago. The name of the foot tablets has now been changed to Ped-I-Fix. A corn remedy is also to be advertised by the company, called Kor-Nit. At the outset large space will be used, it is stated, in the newspapers of sixteen large cities and a few weekly magazines.

---

### Now District Manager for "Engineering & Contracting"

Leo Ehlbert, formerly assistant to R. E. Brown, eastern manager of *Engineering & Contracting*, Chicago, has been appointed district manager of the central territory, with headquarters at Cleveland.

---

### D. L. Hedges Advanced with "Good Housekeeping"

D. L. Hedges, of the advertising department of *Good Housekeeping*, New York, has been appointed advertising manager of that publication.



*The Times Building*

## Over a Million

lines of paid advertising a month was the record of the Seattle Daily and Sunday Times for 1918.

Each separate month showed an increase over the corresponding month of the previous year and the total volume of advertising carried for the year sets a new record in the history of The Times which has carried for many years the largest volume of advertising scored in the Seattle field.

Throughout 1918 the Seattle Daily Times, which is an evening paper, delivered an average of more than 72,000 net paid copies; and through most of the year was three cents.

The Seattle Sunday Times throughout the year 1918 delivered an average of more than 91,000 net paid copies; and most of this was at seven cents in the City of Seattle and ten cents outside.

The Times for 1919 is undertaking a stiff program of new features in addition to its already extensive service to readers.

## Times Printing Company of Seattle

Times Building, Times Square

JOSEPH BLETHEN  
PRESIDENT

C. B. BLETHEN  
EDITOR-IN-CHIEF

### NATIONAL REPRESENTATIVES EASTERN AND CENTRAL

New York, World Building  
Chicago, Tribune Building

St. Louis, Post-Dispatch Building  
Detroit, Ford Building

The S. C. Beckwith Special Agency

### PACIFIC COAST

San Francisco, 742 Market Street

R. J. Bidwell Company

## *The Tracy-Parry Company*

*desires to announce the ap-  
pointment to its Staff of*

***R. Kingsland Hay***

*for eleven years with System  
Magazine and recently Sec-  
retary-Treasurer of the  
International Leather and  
Belting Corporation.*

**Tracy-Parry Company**  
ADVERTISING AGENTS  
Lafayette Building, Philadelphia

# How Many Ships Have We for Our Foreign Trade?

Conflicting Estimates Explained—War Causes Net Loss of 5,000,000 Tons of World's Shipping—America's Opportunity

[EDITORIAL NOTE: The shipping situation has a very direct relation to the degree to which American manufacturers can develop the foreign market. A distinct bar to American business abroad has been the enormous cost of freight, plus the increased cost of manufacturing merchandise in the United States. This excess over the normal peace-time cost of doing business brings the landed cost in foreign countries so high that it is often difficult to sell the merchandise. More shipping is needed, and all manufacturers are asking themselves just what the situation is as regards Government shipbuilding. This article gives the essential facts.]

A MERICAN manufacturers are today more keenly interested in foreign markets than they ever have been before.

To what extent may they rely upon American shipping to carry their goods?

The volume of American shipping that will be available after the war has been the subject of many statements of widely varying nature.

Charles M. Schwab recently stated that the United States Government had at that time (first week of December) under its control between 6,000,000 and 8,000,000 tons of merchant shipping and that the shipbuilding facilities of the United States would be able to produce from 8,000,000 to 10,000,000 tons of merchant shipping in 1919.

The impression gained by many of Mr. Schwab's hearers was that this country is likely to have from 14,000,000 to 18,000,000 tons of merchant shipping within twelve months from now. And yet in reality this is so utterly unlikely that it would be a serious error for American industry to lay its New Year's plans with any such expectation regarding America's prospective mercantile tonnage as any part of their foundation.

## BUILDING PROGRAMME WAS FOR WAR NEEDS

It was pleasant in war time to

get the good news regarding our great shipping programme. The work accomplished was a proud achievement for the nation. The plans ahead were on a scale that justified the highest expectations. But the end of the war meant a great change in the merchant shipping programme. That programme was a war measure. The United States Government was in the business of building cargo ships at the fastest possible pace merely because it was an urgently necessary step in the prosecution of the war.

What the Government would do in the matter when the war ended was quite another question. Those in a position to conjecture, with the greatest probability of accuracy, on the subject do not for a moment believe that Congress will authorize the continuance of merchant shipbuilding with public funds on any such progressive scale as in the past year. In fact the slackening up in the weeks following the signing of the armistice is taken by many as an indication that the peak of production is already behind us.

This does not mean that the figures and announcements of Mr. Schwab and others who can speak authoritatively are being called in question. Their accuracy is of course uncontested.

What is intended to be conveyed is that the impression gained in American business circles, to the effect that this country at an early date is going to be provided with a great volume of merchant shipping is far from accurate.

## WHY ESTIMATES WERE IN "DEAD-WEIGHT" TONS

Mr. Schwab in addressing a gathering of American business men probably assumed that they grasped his facts in the terms in which he had conceived them and

had for many months dealt with them, as Director-General of the Emergency Fleet Corporation. His calculations were in accordance with the methods of the United States Shipping Board. The Board, it should be known, expresses tonnage in dead-weight tons.

The reason for its departing from the general rule of figuring in gross tons is that it dealt primarily with cargo boats and sought the expression that would most closely indicate bulk tonnage capacity. Gross tonnage, roughly figuring, is two-thirds of dead-weight tonnage. The Board also deals only with ships of 1,500 tons and upwards. Mr. Schwab's figures then would indicate that the United States Shipping Board has in its control from 4,000,000 to 5,333,000 gross tons of merchant ships of at least 1,500 tons. But not all of these are American ships, for they include ships taken over, ships commandeered while under construction for other countries and chartered ships of foreign registry.

So many are the points to be taken into account that it is only with great care and with many provisos that figures can be set forth regarding merchant marine tonnage to convey the broad general information of which every American concerned in the development of the country's trade and commerce should be in possession. The facts and figures here given have been checked at the Bureau of Navigation of the Department of Commerce in personal discussion with Commissioner Chamberlain, chief of the Bureau, one of the recognized world's authorities on the subject.

The total gross tonnage of United States merchant shipping at the end of the year 1918 is placed at 11,400,000 tons. This includes all kinds of craft, ocean-going, coastwise, vessels that navigate harbors and rivers and even canals, all boats large and small that need Custom House documents to engage in trade.

The effective ocean-going tonnage of steamships of 1,000 gross tons and upwards of American registry and ownership is 5,000,000 tons. This figure will not be 50,000 tons out of the way on either side this month of January, the variation to be taken into account being the exact amount of the new construction for the United States Shipping Board to be delivered or to be officially numbered at this time. To this figure should be added 500,000 tons of sea-going sailing vessels of 1,000 tons and up, including coal barges, which constitute an important item in the total. The United States thus has less than 5,500,000 tons of ocean-going shipping capable of general service in foreign trade. Nor is this all. Without entering into the question of the obligation of utilizing American shipping in the supplying and in the repatriation of the American Army abroad, in the furnishing of assistance to war-afflicted countries and in the carrying of materials to devastated lands, there are other considerations which affect the availability of American merchant shipping for foreign commerce.

The world's gross tonnage before the war, according to Lloyd's figures, was 49,089,552 tons. The best authorities estimate the war loss of merchant tonnage in round figures at 10,000,000 tons. Besides this there is to be considered the normal annual loss of about 1,000,000 tons. New construction only partly made up the tonnage figures, so that at the end of 1918 it is calculated that the world's gross tonnage is 44,500,000. A very important point that has not heretofore been generally considered is that this 44,500,000 tons of today does not by any means correspond with 44,500,000 tons of the total 49,000,000 of four and a half years ago. As a body of tonnage it is a long way inferior, and if the inferiority could be expressed in exact percentage it would most probably show that the world is very much poorer in merchant shipping than it was be-

# TRI-WEEKLY CONSTITUTION

Atlanta, Ga.

### GREAT ADVERTISING GAINS:

Total, month of November, 1918.....	29,587 lines
Total, month of November, 1917.....	<u>21,790 lines</u>
Gain.....	7,797 lines
Total, month of December, 1918.....	33,558 lines
Total, month of December, 1917.....	<u>16,529 lines</u>
Gain.....	17,029 lines
Total, first week of January, 1919.....	10,742 lines
Total, first week of January, 1918.....	<u>3,222 lines</u>
Gain.....	7,520 lines

### *The Reason:*

### GREAT CIRCULATION GAINS:

Three issues, first week January, 1919.....	530,928 copies
Three issues, first week January, 1918.....	<u>381,069 copies</u>
Gain.....	159,859 copies

Nearly 100% of the Tri-Weekly Constitution's circulation is on Rural Routes or in small towns. The entire subscription list is paid in advance; and in November, 1918, the subscription price was raised from \$1 to \$1.50 per year. No free premiums are given; no cut rates to agents; not a dead name on the list.

Advertising Rate:—75 cents per line—covers three issues; \$10.50 per inch.

RATE LESS THAN 1/7th OF A CENT A LINE,  
PER THOUSAND.

### IT PAYS OTHERS—IT WILL PAY YOU

If you have a message to the Farmers of the South, route it via the Tri-Weekly Constitution—"The Farmer's Daily."

# TRI-WEEKLY CONSTITUTION

JAMES R. HOLLIDAY, Adv. Mgr. :: Atlanta, Ga.

The Eugene McGuckin Co.  
Philadelphia

*announces the addition  
to its personnel of*

Mr. H. C. Marschalk

*formerly associated with  
Frank Seaman, Incorporated*



fore Germany sprung the war of devastation on the world.

The wear and tear on ships in those years has been so tremendous that it may be said that they are no longer the same ships. Never were ships worked so hard before; never did ships get so little consideration or so little chance for repair and for recuperation. Cases of ships, during this period, falling apart and foundering in a calm sea have been many; cases of exploding boilers and of serious engine trouble have been innumerable. A considerable percentage of the ships counted in this figure of world's gross tonnage would in normal times be regarded as fit only for the junk heap.

Another important fact to be considered in this connection is that the new construction of today is not up to the grade of ship construction before the war. The average of the new ship is below that of the new ship of other days. This does not mean that there are not exceptions, that the United States has not been turning out fine ships. But every manufacturer will quickly grasp the fact that in shipbuilding, as in all other war work, the demand has been for haste, for the urgent delivery of a finished article that will serve, that in the hurry the refinement of workmanship and of finish could not be insisted on, that the high-grade materials went into the weapons of the battlefield and were not available for ordinary construction.

Before the war our shipbuilding was trivial. In 1914 it was a little more than 300,000 tons. In 1915 it fell below a quarter of a million tons. The United States Shipping Board's production began to be felt only after August, 1917. The figures show a production of slightly over 200,000 tons for the Board in the last four months of 1917, and approximately 1,800,000 gross tons in the first eleven months of 1918. These figures include thirteen ships of about 70,000 tons built by the Japanese. The Bureau of Navigation puts the total United

# 118

of the keenest  
retailers in this  
country—the mana-  
gers of drygoods and  
department-stores—  
subscribed promptly six  
years ago for a service  
that I created for the  
stimulation and training  
of retail salespeople, and  
most of them are still follow-  
ing the plan, though I no  
longer have anything to do  
with it.

In the two new Services that I am offering — BETTER LETTERS and BETTER SELLING (Retail), arranged in weekly looseleaf Bulletins on live topics, I have put the experience of twenty years in advertising, selling, correspondence and employe-training work.

This system provides the ideal way by which foresighted manufacturers and retailers can work toward daily correspondence and counter salesmanship that really supports their advertising.

The plan is so simple that you will wonder it hasn't been done before. The Bulletins explain themselves. Specimens and outline of plan free to any responsible inquirer. S. Roland Hall, College Hill, Easton, Pa.

*The Largest Selling  
Quality Pencil in the World.*



THE Pen is mightier  
than the Sword—the  
Pencil the greatest of  
the three.

Pencil Perfection is found  
in the matchless VENUS  
Pencils, easily the leaders  
throughout the world.

#### Special 14c. Offer

Send 14 cents for 3 trial  
samples, mentioning de-  
grees. After you find  
how perfect VENUS  
Pencils are, buy them  
at any dealer.

**American Lead Pencil Co.**

205 Fifth Avenue, New York  
and Clayton, London, Eng.

Of all stationers and stores throughout the  
world

States shipbuilding, of sea-going and non-sea-going ships, in the twelve months ended November 30, 1918, at 1,814 vessels of 2,560,500 gross tonnage. These include 437 sea-going steel ships of 1,771,560 tons and 331 sea-going wood ships of 657,487 tons.

The United States was getting into its stride when the war ended. E. H. Hurley, Chairman of the Shipping Board, counted on this country having 13,300,000 gross tons of ocean-going shipping in 1921. But already the pace has slackened and at the present speed it will be several years before Mr. Hurley's figures are reached. England can keep up an average of 2,500,000 new tons a year. Would it be too much to expect the United States to aim at at least a like figure?

Unless the business men of the country become penetrated with the facts and bring their pressure to bear, there is danger that the high hopes founded on the splendid start which the United States made in shipbuilding in 1917 and 1918 may be changed to bitter disappointment. This country, as Mr. Schwab said, will have facilities for the construction of approximately 6,000,000 tons of shipping in 1919, but unless energetic action is quickly taken only a fractional part of that tonnage will actually be produced.

#### To Direct Advertising of "Wearpledge" Clothing

Samuel Dublirer, for four years sales and advertising manager of Cohen & Lang, New York clothing manufacturers, has resigned to become manager of the sales and advertising departments of the Bauman Clothing Corporation of the same city. He assumed his new duties January 15. The Bauman company manufactures "Wearpledge" boys' clothing, which is to be nationally advertised.

#### Bate Spencer with New York "Telegram"

Bate Spencer, formerly advertising manager of the New York Tribune, has been appointed to a similar position with the New York Evening Telegram. He succeeds J. Mora Boyle, whose appointment to direct the advertising of the New York Evening Post was recently announced in PRINTERS' INK.

**THEODORE F. MACMANUS**

ANNOUNCES

AS HIS ASSOCIATE

**LEE ANDERSON**

LATELY VICE PRESIDENT

HUPP MOTOR CAR CORPORATION

IN CHARGE OF

SALES SERVICE AND ADVERTISING

EFFECTIVE  
JANUARY ONE  
NINETEEN-NINETEEN



FOURTEENTH FLOOR  
KRESGE BUILDING

# "Photoplating" Signs

**Dealers Like Them—**

**The Public Reads Them**

Photoplating is a striking and unique method of Art Reproduction in gold, silver, copper and colors on glass or steel. It combines the softness of a half-tone, the sharpness of a steel engraving and the brilliancy of gold leaf.

Signs up to 18 x 26 inches are handled successfully by this process and at prices that will astonish you.

If you are in the market now for a sign that dealers will put up and keep up, or expect to be soon, it will pay you to write for full information or to ask for an appointment with one of our salesmen.

**The Photoplating Company**  
**215 Fifth St., N. E.      Minneapolis**

*Resident salesmen in principal cities*

# National Campaign by Methodist Church

Methodist Episcopal Centenary Commission Offers Prize for Best Idea for a 24-Sheet Poster Submitted by Any Member of an Advertising Club

In the centenary movement of the Methodist Episcopal Church to raise a fund of \$100,000,000 for world upbuilding and the extension of home and foreign missionary work, use will be made of posters to present the cause to the public. Fourteen thousand twenty-four sheet posters will be used throughout the country. The church will have what is designated in advertising circles a "full posting of the country."

This campaign is being managed by the Church Advertising Department of the Associated Advertising Clubs of the World. Dr. Christian F. Reisner, pastor of Grace Methodist Episcopal Church, New York, who has long been an advocate of church publicity and has put it into practice in his own church, is president of the Church Advertising Department and will be in full charge of the campaign. He has employed posters, electric signs, paid newspaper display advertising and other publicity channels during his Grace Church pastorate and has found it as desirable and efficacious as it is in a commercial sales campaign.

In order that this advertising of the Joint Centenary drive may be of the highest artistic as well as moral and humanitarian appeal, Dr. Reisner has determined to offer a prize of a \$50 Liberty Bond to the member of any advertising club in the country who submits the best idea for a 24-sheet poster which will call for the use of not more than three colors. The rules of the contest do not call for the completed design for the poster, or for any design at all, but just for the idea for the poster.

Besides the prize to the advertising club member submitting the best suggestion, a beautifully de-

signed Tiffany silver loving cup will be given to the advertising club to which the successful contestant belongs. The loving cup will carry the following engraved inscription:

"Presented to \_\_\_\_\_ Club for the best poster idea furnished to the Church Advertising Department of the Associated Advertising Clubs of the World for the Methodist Centenary Campaign for \$100,000,000. 1919."

## BIG SHOWING OF SINGLE SHEETS

In addition to posting 14,000 twenty-four sheets, the Joint Centenary Committee is arranging for 200,000 one-sheet posters in twenty different designs, one design to be posted each week for twenty consecutive weeks during the intensive campaign. In order that the best possible designs for the one-sheet posters may be obtained E. W. Willing has been placed in charge of the poster department.

Mr. Willing was in charge of the poster advertising display department of the recent Y. M. C. A. drive for \$100,000,000 and later for the Armenian-Syrian Relief campaign. He started the Sunday department of the *Philadelphia North American* and for fifteen years was art editor of the *Associated Sunday Magazines*.

Dr. Reisner has summed up the Joint Centenary project, in the aid of which the poster advertising is to be enlisted, as follows:

"The centenary programme aims to set up property and equipment for 1,174 institutional and village churches, chapels and headquarters, 164 missionary residences and 657 native residences, with 1,997 native preachers and

232 missionary preachers. It contemplates 790 property and equipment projects among Eastern European groups, Italians, Japanese and Chinese of the Pacific Coast, Porto Ricans, Hawaiians and Latin-Americans. For work among the negroes, highlanders in the Southern mountains, Indians, Alaskans and Mormons it comprehends more than 2,000 projects.

"For rapidly growing frontier fields, prosperous agricultural sections, sparsely settled and isolated rural communities, it includes more than 2,600 projects. Its medical programme calls for forty-five hospitals, twenty-four dispensaries, eleven doctors' residences and the maintenance of fifty-nine missionary doctors, thirty-two missionary nurses and 166 native doctors, nurses and medical assistants. For educational work it plans 596 primary schools, additional equipment for twenty-five universities and colleges, fifty-five missionary residences, 1,000 native residences and ten presses, with a staff of 2,802 native teachers and 254 missionary teachers."

### The Lament of the Advertising Manager

NOT BY K. C. B.  
IT'S AT the Round Table.  
AND I hear and see.  
AND sense a Lot.  
ABOUT Policy and Production.  
AND SALES and Distribution.  
AND other Problems.  
CON and Pro.  
GOOD for a fellow's Growth.  
TO KNOW.  
THAT give him Food.  
FOR Thought.  
AND I Perk up.  
WHEN Argument gets warm.  
ON WHAT we'll Do.  
TO HOLD our Own This year.  
BY Getting Set.  
AND GOING Hard.  
KEEPING Production Fellows.  
TRAILING.  
LIKE WE Did.  
THROUGH 1918.  
UNTIL the Chairs get Hot.  
AND every Man-Jack.  
SQUIRMS and twists.  
ANXIOUS to add his Strength.  
TO HELP and Boost.  
THE Game.  
THAT'S quickly settled.  
THEN.  
IT COMES to What.

THE COST Will Be.  
TO MAKE Those Pretty.  
WINDOW Trims.  
CUTOOUTS and Displays.  
AND ADS in Magazines.  
AND DAILY Press.  
AND LORDY knows.  
WHAT else beside.  
THAT makes the Old Mare go.  
AND a Sinking Spell.  
COMES stealing O'er my system.  
AND I crouch Low.  
IN MY SEAT.  
GASPING for Breath.  
REMEMBERING that I am.  
THE "Goat."  
WHO PAYS the Toll.  
FOR Everything.  
FROM Ice Cream.  
AND Social Parties.  
DOWN TO "Experts".  
LAUNDRY Bills.  
AND OTHER Things.  
WHEN ALL the While.  
THE Pig Boss.  
SAYS to Me.  
YOU must keep.  
WITHIN the Sum.  
PRESCRIBED.  
OR ELSE You'll Get.  
WHAT Happened.  
TO the "Bird."  
WHO Rocked the Boat.  
AND THEN I grope my Way.  
TO SIX flights up and Say.  
WHAT Can I do.  
TO Keep the Wolves.  
FROM off my Sheep.  
BEFORE I Pass Away.  
I THANK you.

—“Gillette Blade.”

### Accessions to Staff of Displays Company

O. H. Williams, recently of the Intelligence Department of the Navy, and formerly with the Victor Talking Machine Co., Camden, N. J., has joined the staff of the Displays Co., Inc., New York. Carl T. Clement, who was recently released from an officer's training school unit, has also joined the force of the Displays Company.

### Shredded Wheat Appoints Assistant Advertising Manager

M. H. Watrous, for the past six years connected with the advertising department of the Shredded Wheat Company, Niagara Falls, N. Y., has been appointed assistant advertising manager. He succeeds George Slate, Jr., who was some time ago promoted to the position of general sales agent for the Dominion of Canada.

### To Help Advertise Silks

Miss Florence Burchard, formerly with the special service department of the *Dry Goods Economist*, New York, has been placed in charge of the advertising and publicity of Haas Brothers, silk manufacturers, New York.

# The Times-Picayune

New Orleans, La.

## At the End of Eighty-two Years

On the 26th day of this month The Times - Picayune, of New Orleans, La., will enter its eighty-third year of service to the people of Louisiana and Mississippi and its usefulness to the nation. In all that time it has not missed a single issue, except for a brief period during the Civil War, when it was closed on the order of the Federal military authorities.

It is proud of its accomplishments. It could not have lived so long unless it deserved to live. During its lifetime many newspapers have been started in New Orleans and later thrown into the discard. And today The Times-Picayune stands pre-eminently above all others in its field.

Its subscribers now number more than 75,000 daily and 90,000 Sunday, 83 per cent of whom are in the trading territory of New Orleans, where advertisers get their sales. No newspaper in New

Orleans enjoys so many local subscribers as The Times-Picayune. Their great purchasing power and their belief in what this newspaper prints gives it a wonderful leadership in advertising patronage.

The Times - Picayune carries no liquor advertisements, and no medical advertisement that is not first approved by the Louisiana State Board of Health. And yet during the year just closed its advertising patronage was 2,111,775 lines more than one New Orleans newspaper, and 1,240,524 lines more than the other. Its advertising prestige above others is equal to its news prestige.

With the well-earned position it has attained in its field through eighty-two years of service to the people (which includes all classes), and the assurance that this leadership will be maintained, The Times-Picayune looks confidently into the future.

---

### Foreign Representatives:

**Cone, Lorenzen & Woodman**

NEW YORK

CHICAGO

DETROIT

ATLANTA

KANSAS CITY

*The*  
**POWER, ALEXANDER and JENKINS**  
**COMPANY**  
*Advertising*  
**DETROIT**

---



Perhaps you have noticed that the accounts of this organization do not "change hands" very frequently.

H  
E  
C  
T  
O  
R  
  
O  
F  
F  
S  
E  
T

## Offset Papers *That Work*

We were the pioneers in producing papers for color printing on the offset press

These papers were perfected with the co-operation of lithographers as the offset process was developed, and they became and remain the standard papers for offset color printing.

**CLARKE & COMPANY**  
 225 FIFTH AVENUE  
 NEW YORK

C  
E  
N  
T  
A  
U  
R  
  
O  
F  
F  
S  
E  
T

## "Peace Will Mean Continued Prosperity"

Hyatt Roller Bearing Company Take Space in Business Papers to Urge Manufacturers to Speed Up Post-War Production—These Manufacturers Can "Make Things Happen"

THE advertisement published in technical mediums over the signature of the Hyatt Roller Bearing Company is an interesting example of what some American manufacturers, with a keen insight into fundamental conditions, are doing to encourage the confidence of their less sanguine confrères, and so keep the wheels of industry humming at full capacity for the continued prosperity which is ours—if we make it.

This advertisement read in part as follows:

The War Industries Board is carefully, but surely, clearing the road so that the industries of our country can take up, unhampered, their pre-war activities and carry them through with the knowledge gained in war times to an economic, fundamentally sound success, never known before.

In the adequate reconstruction of a war-torn world, the United States will be called upon for the production of peace materials as greatly and as steadily as it was for the production of war materials.

The United States must provide for years to come:

1. Steel and the other industrial metals for their thousand important uses.
2. Coal in greater amount than ever before.
3. Ships to hold for us the place in foreign trade which the importance of our country merits.
4. Food and clothing for the weakened, war-shocked peoples of Europe.
5. American Machinery to replace machinery ruined by the demands of munition manufacture. American Machinery to re-establish the crippled industries of our Allies.

The ideals established by the combined victory of the enlightened nations of the earth will surely lead to peace, happiness and prosperity for the whole world.

The Hyatt Roller Bearing Company feels that the ensuing years will be the most prosperous years in the history of the United States.

Commenting on this particular piece of copy, Philip C. Gunion, advertising manager of the com-

## Army Officer Wants Opening As Executive

University graduate, American, 27 years old. 12 years' experience in East in advertising, selling, writing and planning, and editorial work.

## Now a Regimental Adjutant

With volunteer service from start of war. Rose from ranks to Captaincy in 6 months. 18 months in command of large numbers of men. 9 months in Army administrative and Executive position. Still in service but can obtain honorable discharge and highest recommendations from superior officers. *Have you the opening?* Address "A. O." Box 267, care of Printers' Ink.



**The Journal  
of the  
Underwear and Hosiery Trade**  
*Published monthly by*  
**The Knit Goods Publishing Corp'n**  
320 Broadway, New York

**DIXON**

## How to find the right pencil

You have run across a pencil now and then that seems to make your work easier and quicker. Why not be sure of getting such a pencil every time?

### DIXON'S ELDORADO

*"The master drawing pencil"*

has strong, responsive leads that do not easily break and that write with much less effort. Made in 17 degrees—6B (softest) to 9H (hardest). HB (medium) is most popular for general work; but be sure to get the degree *exactly* suited to your work.

Write us now on your letter head, stating the nature of your pencil work, and we will send you full-length samples free—also our grading chart showing how to choose the right degree for every kind of work.

**JOSEPH DIXON CRUCIBLE CO.**



Dept. 150-J Jersey City, N.J.  
Established 1827

DIXON'S "ELDORADO" "the master drawing pencil" = HB



pany's industrial bearings division, says: "Our field engineers calling constantly upon the big men in all the industries reported that new development work was in progress and that in a few months, business would be better than ever. But they also reported that at the present time many people were going slowly and cautiously waiting to see what would happen.

"They told us that the machine tool manufacturers are all redesigning and refining their products in order to go after the increased business more effectively. They told us that the manufacturers of textile machinery are getting away from the cruder methods of manufacturing and turning out more durable, more efficient machines to uphold the ever-high name of American machinery. They told us that the coal operators are endeavoring to make the production of coal a more constant, more dependable industry at a lower cost per ton by the use of modern methods and machinery.

"They told us that the production of steel from new and improved mills should be greater than ever before. They pointed out the still present need for more ships in order that American industry may obtain its share of world commerce. They reported that the leaders of each industry seem to feel the need for their products, for their improved products and to realize the necessity of increasing their advertising and selling activities. But, on the other hand they seem to feel some hesitation as to the wisdom of embarking upon new enterprises during the period of doubt.

"It is our belief that instead of waiting supinely and fearfully to see what will happen, these same men can make things happen as they want them to happen. This can be accomplished by fearlessly going ahead with their work, buying needed materials, increasing their sales forces and laying out advertising campaigns to bring them more business than ever before.

"Coal, steel, ships, food, cloth-

## **"Right Away, Sir"**

**"Rapid Service"** means all the name implies—Prompt, Efficient handling of your Electrotype orders—whether you are located on the Atlantic seaboard or the Pacific Coast.

We make all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, Electros by the wax or Dr. Albert Lead Mold Process. Sole owners U. S. Letters Patent on Aluminotype.

### **The Rapid Electrotype Company**

W. H. KAUFMANN, President and General Manager

Largest Makers and Distributors of Advertising Plates in the World

New York

CINCINNATI

Chicago

REFERENCES.—Any five national advertisers you may think of. If you ask them, you will find that several of them already know what Rapid's Service means.



1863

## **THE GUGLER- -Lithographic Co.**

### **Your Catalog Cover**

You want it to attract favorable attention, to arouse interest, to convey an impression of the dignity and importance of your product and your company. It must be brilliant, beautiful, distinctive.

Offset lithography will give you richer coloring and more striking effects than any other process. Our special offset stock has bulk without excess weight. Our Art Department can give you a most effective design.

If you would be interested in seeing some of the catalog covers we have recently produced for well known advertisers, write us.

**THE GUGLER LITHOGRAPHIC CO.**

Milwaukee and Chicago

**MILWAUKEE AND CHICAGO.**

ing and machinery are needed more than ever, and if orders are placed now, the whole country should float serenely from the present prosperous conditions into larger, healthier prosperity to come."

### Snowden with the Spanish Edition of "Vogue"

John W. Snowden III. has joined the advertising department of the Spanish edition of *Vogue*, New York.

## ALBERT R BOURGES CONSULTING PHOTO ENGRAVER

FLATIRON BUILDING NEW YORK CITY

DAY  
GRAMERCY  
826



NIGHT  
AUDUBON  
8860 - 8230

*A Personal and Emergency Service  
limited to non-competitive clients*

## The NOTION and NOVELTY REVIEW

Reaches both large and small retailers in every State and also thoroughly covers the jobbing trade. Has substantial circulation in Canada, Australia, South Africa, and South America.

200 Fifth Ave., New York

## Office Appliances

The one journal which covers the field of office equipment. Two hundred twenty-five manufacturers making use of every issue. Send ten cents for sample copy. The government does not permit us to send it free.

THE OFFICE APPLIANCE COMPANY  
417 So. Dearborn St., Chicago

## EINSON LITHO INC SPECIALIZING IN WINDOW DISPLAY ADVERTISING,

Complete Trims, Cut  
Outs, Panel Back  
grounds, Display  
Cards, Hangers,  
Streamers, Counter  
Cards, Car Cards.

327 E. 20<sup>th</sup> St.  
Tel. Murray Hill 5040  
New York

Send for  
Portfolio  
of Photographs

### The Kaiser's Dream

"About 40 years ago I ascended the throne of Frederick the Great, which had been made stronger and greater by Bismarck. I felt like a god then, but waited the coming of the U-boat and airplane. When they came I formed an alliance with all the central powers of Europe and thought I was master of the world, but alas, I have failed, and that because of the despised Yanks. And now there is none so low as do me reverence. I believe I will go to America and engage in the Transfer Business and compete with LERITZ & SON."—A newspaper ad.

## An Export Executive

having many years of

Personal INTERNATIONAL  
MERCHANTANDISE Experience

and with undeniable credentials is now bringing his present mission to a satisfactory conclusion.

He will shortly be at liberty to organize and permanently maintain

### WORLD SALES

for some important and desirable institution or a group of competing or non-competing concerns.

Correspondence is confidentially invited.

"W. S." Box 264, care Printers' Ink

## DOMESTIC ENGINEERING

A weekly publication read by the progressive  
Plumbing and Heating Contractors

Lives in the field. Member A. B. C.

OLD COLONY BUILDING, CHICAGO  
NEW YORK OFFICE: 200 FIFTH AVE.



## "CLIMAX" SQUARE-TOP PAPER CLIPS

Best and most economical  
Paper Clip on the market  
Pat. Dec. 12, 1916

Recommended by efficiency experts.

Prices F. O. B. Buffalo.

Packed 10,000 to the Box.

10,000.....	15c per 1,000
50,000.....	1c per 1,000
100,000.....	8c per 1,000
500,000.....	7c per 1,000
1,000,000.....	6½c per 1,000

Order Direct from

Buffalo Automatic Mfg. Co.  
457 Washington Street, BUFFALO, N. Y.

## A. A. C. Convention to Be Held in October

Advises from New Orleans received this week state that the annual convention of the A. A. C. of W., to be held this year in that city, will take place October 26-31. This was decided at a meeting of the convention board of the New Orleans Advertising Men's Club, and the decision was later ratified by W. C. D'Arcy, president of the Associated Clubs.

## Frank W. Tufts to Advertise "Fenestra"

Frank W. Tufts has been appointed advertising manager of the Detroit Steel Products Company, Detroit, manufacturer of Fenestra steel windows. Recently he has been with the Aircraft Production Service. For three years before that he was advertising manager of the Detroit City Gas Company.

## Goes with George Seton Thompson Co.

J. C. O'Connor, formerly in the advertising department of the Addressograph Company, Chicago, and prior to that in the sales department of the National Biscuit Company, has been elected treasurer of the George Seton Thompson Company, Chicago.

# WANTED Sales Manager

One who has had motor-truck experience. Capable of taking full charge of all sales and fully qualified to establish dealer connections for one of the largest and oldest automobile and motor-truck trailer manufacturers.

Will entertain applications only from men who have held successfully similar positions, and can come well recommended as to ability and character.

Give full information in first letter such as: Age—education—references—employed or not employed at present—what former position you have held and at what salary.

**Salary \$5000.00**

first year, after that the increase is up to you.

Address all replies to "TRAILER MANUFACTURER." Box 265, care PRINTERS' INK.

No. 6 of a series



## Bankers Boost Silos

Bankers are boosting increased use of silos because they know silos are profitable to the farmer. Do they know anything about your product? "Sell" them every month through *The Northwestern Banker*, the oldest financial journal west of the Mississippi River.

### The Northwestern Banker

Clifford De Puy, Publisher  
Crocker Bldg., Des Moines, Iowa.

C. A. Baker, cashier State Savings Bank, Fontanelle, Iowa, says: "Always glad to get the Banker. Have taken it continuously, I think, since I came here and started this bank in 1905."



Ask for our large 1919 calendar

"When Seconds Count"

### Catalogs      Broadsides Folders      Circulars

When you want them—right—right away—at the right price. Then write, wire or phone

### Kenfield-Leach Company

*"Good Printing Quick!"*

Long Distance Phone: Harrison 951  
610 Federal Street, Chicago

Rely on K-L Service—as many of the largest national advertisers are doing

# PRINTERS' INK

*Registered U. S. Patent Office*

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GRO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$90; half page, \$45; quarter page, \$22.50; one inch, minimum \$7. Classified 50 cents a line—net. Minimum order \$2.50.

JOHN IRVING ROMER, Editor  
LYNN G. WRIGHT, Managing Editor  
R. W. PALMER, News Editor

EDITORIAL STAFF:  
Bruce Bliven John Allen Murphy  
Frederick C Kendall Frank L. Blanchard

Chicago: G. A. Nichols  
London: Thomas Russell

---

NEW YORK, JANUARY 16, 1919

---

## Producer's Right to a Fair Price

What is the real issue in the New York milk fight between the Dairymen's

League and the distributors as represented in the New York Milk Conference Board?

When we get down to its vitals, we find that there is a big new principle involved that we are going to hear a great deal about in this country within the next few years. Briefly stated, this principle is that farmers, in common with all other producers, must have something to say as to what prices they will be given for their produce. That producers in all lines must be allowed to make a reasonable profit over and above their cost of production, is an ele-

mentary business proposition that cannot be questioned. And in arriving at this conclusion, it is not necessary to concern ourselves with the respective merits of either side of the present milk controversy.

The point is that in the past the cost of producing farm crops has not been taken into consideration in quoting prices. The farmer took his goods to market and sold them for whatever he could get. He may or he may not have made a profit on the transaction. In 99 cases out of 100 he had no knowledge of what it cost him to produce the things he sold. For years agricultural experts have been deplored this condition. They have been telling farmers that in many instances they were not getting anything for their labor or for that of their families.

But all this is destined to be altered. The war did much to set farmers thinking on this question. The high prices which have prevailed have brought the farm operator an unmistakable margin of profit. This profit is more than a paper margin. It is concrete and makes itself felt in the bank account. The experience has made the farmer resolve hereafter to know his costs and always to try to sell his produce so that it will bring in a profit, or at least bring back the actual cost of production.

That is the gist of the New York milk war. The dairymen say they must get \$4.01 per cwt.; the distributors offer \$3.60. Both sides are advertising their case to the public. The dispute may be compromised by the time this is published, but the principle will come up again and again.

The issue lies in the fact that farmers are beginning to put a price on their produce instead of accepting what is offered to them. This movement is rooted in elemental justice and is bound to grow. The distributors are quick to cry that the law of supply and demand should be allowed free play, but we notice in their own business that elaborate cost sheets are kept and that their prices are based on these costs and not left

to the uncertain dictation of economic law. In figuring these costs, we presume the distributors take into consideration their profits on by-products and all other factors affecting their business. In keeping track of these costs, distributors are only obeying the dictates of business prudence. They should not complain if producers are beginning to use the same common sense business methods.

This whole development is the result of the association movement. The individual farmer may have been able to compute his costs, but he was in no position to sell his produce at his own prices. Farmers, however, when allied in marketing associations are able to sell their goods at profitable prices. To do so they can bring to bear every device of modern sales promotion.

Incidentally the farmer derives other benefits from knowing his costs. For example, he will be able to tell when his costs are too high. This should lead him to adopt measures to reduce the cost of production. Naturally this knowledge would make him a shrewder manager. It will make him a better prospect for every machine or idea that promises to help him run his business more efficiently.

While in the beginning prices based on production costs may make for higher consumer prices, in the long run this system tends to reduce prices because it stabilizes production and eliminates the waste incident to the operation of a system according to the law of supply and demand.

#### *The Passing of the Cock-Pit* PRINTERS' INK was recently permitted to examine an inter-

change of letters between two well known American advertisers, which vividly contrasts competitive methods to-day and those in fashion twenty years ago.

The Golightly Company makes an electric truck. The Trundle Company makes one driven by gasoline. Seated at his mahogany

desk a few days since, the general manager of the Trundle Company picked up a trade paper and saw staring him in the face a piece of copy headed "Gone Up in Smoke." The fiery illustration showed a factory burning to the ground. It was when the general manager caught the argument that his interest became acute, intense and somewhat exasperated.

A gas-driven tractor, so the text related, had generated sparks which set certain lumber yards afire. Prospective buyers were urged to buy a safe truck—namely, one driven by electric storage.

Judged by modern business principles this was a blow below the belt. In olden times it would have started something sanguinary. But this general manager, mad as he was, counted twelve as his copy books counseled, before he sallied forth clad in metaphorical armor to vindicate his rights.

He wrote to the publisher of the paper. He ascertained that the copy had been duly O. K'd by the agency and seemingly by the concern. Then he wrote to PRINTERS' INK, asking whether the head of the concern was the type of man who would rather sell by "knocking" than by constructive salesmanship. PRINTERS' INK advised him to take the matter up directly with the manager of the Golightly Company. This he did, and was rewarded for his forbearance.

The head of the Golightly Company had already seen the offending advertisement, summoned the trembling copy writer and ordered him to desist. Moreover, he expressly stated that never should a truck advertisement be written which did not say something constructive for the industry as a whole.

Knocking your competitor isn't the grand and glorious sport it used to be. Time was, not so very long ago, when our advertising pages were gory cock-pits wherein otherwise reputable firms engaged in bloody word battles with their hated rivals—until the audience became nauseated and turned away in desperation to the edi-

torial columns. We like to feel that business is improving, and in a general way evidence is not wanting. But instances such as the one related here make this realization very real and near.

**Honest Mediums Are Good Mediums** Forward-looking advertising men are always interested in the question of the editorial integrity of the publications in which they advertise; for, as everybody knows, the reader-confidence in the editorial columns of any publication is directly related to reader-confidence in the advertising columns. Keen interest should be manifested, therefore, in the decision of the Supreme Court of New Mexico, announced on January 1, which established an important principle in connection with the freedom of the press.

The question involved was whether a newspaper editor has the right to criticize a judge. E. Dana Johnson, editor of *The New Mexican*, had been sent to jail for thirty days for contempt of court by District Judge M. C. Mechem. The contempt consisted in publishing an editorial criticism of Judge Mechem following the trial of a libel suit against *The New Mexican*. Newspaper men throughout the nation were watching the result of this case anxiously, for if the Supreme Court had sustained the action of Judge Mechem, it would have meant, practically, that any editor anywhere, who presumed to criticize the ruling of any court in the editorial columns of his paper, might have been sent to jail by the judge concerned.

The Supreme Court has upheld the freedom of the press by overruling the judgment of the lower court which sent Mr. Johnson to jail. The Court held that, "under our theory of government, the right of freedom of speech and of the press is essential to the public welfare" and added that "the force of public opinion has greatly restrained the courts in the exercise of the power to punish for making

disrespectful or injurious remarks," concerning the judiciary. This Supreme Court ruling should greatly strengthen the hand of honest editors everywhere; and the large and growing body of advertising managers who wish to advertise only in publications of unquestioned integrity is, therefore, entitled to rejoice at it.

#### **Salesmen of Advertising**

A well-known advertising agent writes to PRINTERS' INK in regard to what he terms the "annoyance of advertising solicitors." We choose not to tell his name because we feel that the sentiment does not do him justice. He himself has salesmen to whom he expects other business men to give a respectful hearing. It is a poor rule that does not work both ways.

We think we know what this advertising agent has in mind although his complaint totally fails to express the idea. And this is that salesmen should not be sent out until they have received some sort of preliminary training. They should have a real message to deliver. Our correspondent wishes to voice a protest against the type of salesman whose formula is: "I see you have an ad in the *Gazette* this morning. May I have it for the *Record*?"

Such an approach is not salesmanship. It is mere copy-chasing.

#### **Critchfield Company's Important Election**

E. E. Critchfield and F. A. Sperry have sold their stock interest in Critchfield & Company, Chicago, to B. W. Barton, general manager of the company. A number of the younger men associated with the company have acquired the stock interest of C. H. Porter, who has been an equal owner with Mr. Critchfield and Mr. Sperry. The two last named men were among the founders of the agency twenty-six years ago and Mr. Porter has been associated with them for fifteen years.

The officers now are: President, C. H. Porter; vice-president, F. A. Sperry; vice-president and general manager, B. W. Barton; secretary, B. F. Sawin; treasurer, M. B. Hart. The directors are E. E. Critchfield, chairman; B. W. Barton, B. F. Sawin, C. H. Porter, M. B. Hart and W. M. Smith.

NEW YORK  
50 Madison Ave.

WASHINGTON, D. C.  
610 Riggs Bldg.

CHICAGO  
204 S. Michigan Ave.



## Wm. H. Rankin Company

Charter Members American Association  
of Advertising Agencies

WM. H. RANKIN, President  
H. A. GRUTH, Secretary and Treasurer

WILBUR D. NESBITT, 1st Vice-President  
ROBERT E. RINEHART, 2nd Vice-President

## *Our New York Service*

ON November 1, 1916, we opened our service office in New York. It was quite a modest office then. It has grown a great deal. Today it is as large as the average advertising agency.

We have in our New York office the men, the service and the desire to handle three New York accounts and three accounts tributary to this territory. We can give the same kind of copy work, merchandising and sales co-operative service that have made this company one of the leading service advertising agencies in the United States.

One of the owners of our business is at the head of our New York office. At his command are complete copy, art and detail service. In other words, our New York office is a complete agency, and the co-operation of our Chicago and Washington, D. C., offices is "plus" service.

Our methods of analyzing both advertising and merchandising conditions are distinctive. Our touch with conditions throughout the country is unusual.

We are at 50 Madison Avenue—overlooking Madison Square—on the N. W. Corner of 26th and Madison, opposite Madison Square Garden, right in the heart of the advertising, publishing and art activities of New York. We are literally "next door" to everything our customers require whether it is newspapers, magazines, street car, bill board, electric sign, trade papers or agricultural advertising.

Investigate us. Look us up. Determine for yourself if we are the kind of men and ours is the kind of an organization to be associated with.

Three New York accounts, and three accounts near to New York, will be among our customers soon. It will in each case be a matter of mutual agreement, and we invite the frankest kind of talk with you.

We extend a cordial invitation to any interested advertiser to call upon us. Or, if you prefer, one of our principals will call upon you. Our telephone in New York is Madison 1815.

## The Little Schoolmaster's Classroom

PROBABLY the old and much-mooted question as to how large the advertising appropriation should be will never receive an adequate answer, other than it should be large enough to accomplish the necessary work for the advertiser. The Schoolmaster is interested, however, to notice the increasing frequency with which one phrase is creeping into discussions of this matter, and particularly in regard to new advertisers. This phrase is "probable margin of safety." It refers, of course, to the necessity for making the advertising appropriation large enough so that, viewing the matter in the light of experiences among competitors, or advertisers in similar fields, there is a reasonable likelihood that the proposed advertising campaign will make the necessary impression on the public consciousness to insure its success.

\* \* \*

The Schoolmaster recalls a story which some of his classroom may have heard before, but which serves as an admirable illustration of this principle. Some years ago when the automobile industry was younger and more unsophisticated than it is at the present day, a well-known manufacturer approached an equally well-known advertising agent with a proposal for a campaign.

"I want you to spend \$100,000 in advertising for me next year," the automobile maker said.

To his amazement, the advertising agent shook his head. "I don't want to take your money," he responded.

The automobile manufacturer was astounded. He had never heard of such a thing as an advertising agent refusing to accept a \$100,000 account!

"What's the matter? Isn't my money good enough for you?" he demanded.

"Your money is all right," the advertising agent admitted geni-

ally. "The trouble is that there is not enough of it. I think that \$100,000 will be enough, but I am not sure that it will, and I don't want to start an advertising campaign for you in which there is an element of uncertainty."

"How much money should I spend?" the automobile man wanted to know.

"Two hundred thousand dollars," replied the agent.

"But I haven't got \$200,000," the automobile man returned, triumphant in the belief that he had administered a crushing blow to the agent's argument.

"All right, I'll lend you the money," replied the advertising agent. And he did!

Does the Schoolmaster need to add that the campaign was a complete and unprecedented success? He does not.

\* \* \*

The importance of digging deep was again forced upon the Schoolmaster (although it didn't need to be) when recently a salesman related his experiences in selling to a big factory.

It seems that this salesman had got an entering wedge of a gross of his particular mechanical accessories, and upon the return trip expected a sizeable order. The P. A. pulled out a little card index with a Bertillion record of date of purchase, quantity, price, etc. and telephoned to the stockkeeper for a report of performance.

"Oh, I dunno," came the laconic response over the wire. "We've still got five dozen of 'em on hand. Guess the men don't like 'em. Can't be much good."

Now if the salesman had let his tail droop and stopped right there, that would be the end of the story—and possibly the salesman's job.

But he didn't stop. He got behind the bars and dug deep. And this is what he discovered. His goods wore so much longer under actual use that fewer were needed. But the blockhead stockkeeper

## A GREAT INDUSTRY SEEKS LIGHT

To minimize producing costs; to increase the quantity of merchantable product derived from the raw material; to adopt every short cut that will lead to a better product at lower cost—these are the ends toward which the Lumber Industry is striving. How shall they be reached?

Labor costs are higher and are going to stay higher. Better mechanical equipment *must* compensate for increased wages. Every machine that develops the break-down habit, every belt that fails prematurely, every appliance that yields less than maximum efficiency must go to make way for something better.

The representative saw mill plant is a city in itself. It absorbs the skill of a community and in turn supplies all the wants of that community. It ranks among America's largest high-speed industrial operations. And it must keep pace with the day's progress in manufacturing efficiency.

From its railroad that transports the logs, through the power plant, the machine shop, the saw mill, the planing mill, the dry kilns, the storage yards and sheds, even to the loading platform, the call is for better methods, better equipment, the elimination of wasteful practices.

The manufacturer of any variety of mechanical equipment that helps in the solution of cost-cutting problems will find a ready and appreciative audience through

# LUMBER

MANUFACTURERS' EDITION

the only weekly publication devoted *exclusively* to the interests of operators of saw mill and woodworking plants, with no waste circulation.

The facilities of our Research Department are at the disposal of any manufacturer seeking information about this field.

### JOURNAL OF COMMERCE COMPANY

PUBLICATION OFFICE  
Wright Building, St. Louis

EASTERN EXECUTIVE OFFICE  
243 W. 39th Street, New York

## SALES MANAGER

**High Grade Specialty  
or Food Product**

*If good salesmen are difficult to find, efficient sales managers are more so!*

Soon will be available a man well known to the readers of PRINTERS' INK,\* who can present a record of experience and accomplishment which should prove very attractive to a manufacturer of a high grade specialty or a quality food product distributed through the usual channels.

He is now sales manager for a large corporation which manufactures a mechanical specialty widely sold to the steel mills and the metal trades. For a number of years he was sales manager for a food products concern whose reputation in general, distribution being through grocers and general merchants; heavy sales also being made to hospitals, schools and colleges. Prior to this he was manager of the leading grocery trade paper on the Pacific Coast; the journal being owned by the State Grocers' Association. He enjoyed a rare opportunity to study the dealer's problems from the inside. Six years in merchandise brokerage gave him his basic merchandising experience during which period he came to have a thorough appreciation of the interdependent relations of the several factors of distribution.

Age 35; happily married, two children; perfect health.

**Address:** "E. D. E." 833 Peoples Gas Bidg., Chicago.

"Getting Salesmen to Make Saturday a Regular Day," "The County Unit Plan of Cultivating Sales Territory," "The Helpful Twist in Letters to Salesmen," "Continuing the Sales Convention Through the Mails," "How the Credit and Sales Departments Can be Mutually Helpful," "Sales Conventions that Prove Worthwhile," "Making the Salesman Substitute Real Orders for Air Castles," "Stimulating Sales by Daily Letters to Salesmen."

## Booklets-Catalogs

MANY of America's prominent advertisers, advertising agencies and commercial houses requiring high-class work use the

**CHARLES FRANCIS PRESS**

*Printers of PRINTERS' INK*

461 Eighth Avenue New York City

**CANADA'S Advertising Journal**

## Marketing

A high class and highly interesting monthly magazine for all interested in advertising progress—especially in the Canadian field. Send for current issue, or \$2 for year's subscription to W. A. LYDIATT, Publisher, 53 Yonge St., Toronto.

thought because he had infrequent calls, they were unsatisfactory.

With full possession of the facts, this salesman was able to convince the aforementioned P. A.—and get his firm's name on the preferred list for standardized equipment.

\* \* \*

Apropos of salesmanship—which always seems very apropos—the Schoolmaster got an interesting slant on the subject of positive vs. pussyfooting selling the other day at a roundtable discussion with a few merchant messmates.

"Why do we guys always buy from the chap who puts up the strongest selling talk?" mused a bookshop-keeper. "I used to kid myself that I was a pretty shrewd purchaser but now I look back I find that in ninety-nine cases out of a hundred I buy from the man who sells me with a wallop. And while lots of timorous, pussyfooting drummers who have me on their lists offer equally alluring propositions, I mournfully shake my head 'nothing doing.' Not that I have cause to be sorry"—and we smiled, for we knew of his latest gasoline chariot—"but I often wonder why."

"I know," piped up the proprietor of a haberdashery, "because I have the same experience. And this is the reason why: I like to be sold by a chap brimming with enthusiasm and pep, because then I am usually *well sold* and unconsciously absorb some of his enthusiasm which in turn filters down to my clerks—and sales jump."

The others nodded in approval.

Sales managers will please syndicate this item immediately among their staff. And with his usual pleasing custom, the Schoolmaster waives all royalties.

\* \* \*

Some day some bright ad man is going to narrate his direct mail experiences in addressing letters so they will reach the inner shrine and private sanctum of many of our business and political celebrities—real and near. And the Schoolmaster looks for-

ward with pleasurable anticipation to the occasion.

"Personal" doesn't always do what is intended. In such cases

mail is passed to the "personal" secretary and the "private and very confidential" communications go speeding to the facile letter

### MANUFACTURERS:

#### Increase Your Distribution at Small Cost!

Do you make Playing Cards, Fountain Pens, Mint Candies, Chocolates, Candy Bars, Metal and Glass Novelties, Safety Razors, etc.? If so, your 1919 campaign is not complete without including the eighth largest industry in the country.

Thousands of cigar stores, the United and other chains, plus the jobbers, already carry similar side lines at substantial profits. Not one cent of extra overhead to them to carry your line.

Are your goods reaping the advantages from this comparatively unexploited field?

Reach them through THE TOBACCO LEAF—circulation greater than that of all its contemporaries combined—oldest and largest. Write today for sample copy and rates.

*Advertising Department*

**THE TOBACCO LEAF**

198 Broadway

New York City

## STONE'S POSTER CALENDARS

Made up to a Standard—  
Not down to a Price.

## STONE'S POSTER CALENDARS

Are placed up on the Wall—  
Not down in the Waste Basket.

## STONE'S POSTER CALENDARS

Are creditable Representatives  
and economical Investments.

**SOLD DIRECT TO THE CUSTOMER**

**THE STONE PRINTING & MFG. CO., ROANOKE, VA.**

Write on your Business Stationery  
for our free booklet "P"

## WHEN ADVERTISING IN CANADA

Have Your Plates RAPID ELECTROTYPE CO. of Canada Montreal, Toronto  
Made by The London, Windsor

Send patterns to our Detroit office, 700 Marquette Bldg. Our messenger will take them to Windsor, Ont., and pay the duty at the Canadian Customs office, thereby avoiding the usual delay of from 24 to 48 hours. Send your orders to our Windsor plant and plates will be made and shipped from there, saving the duty on each shipment.

<b>A</b> dvertising	<b>MERCHANDISE</b>	<b>Headquarters</b>
Novelties Souvenirs Premiums	Buttons Badges Signs Factories	2500 Ideas Information Service

Cash Paid  
For Premiums  
"Clean-Outs"  
E. W. FRENCH CO.  
1 Beekman St., N. Y.

## FOR CANADIAN ADVERTISING

CALL IN

**SMITH, DENNE & MOORE LTD.**

TORONTO

MONTREAL

## The Typographic Service Company

of New York, Inc., C. E. RUCKSTUHL, Pres.

*Engraving  
Advertising Composition  
Electrotyping*

141 Madison Ave., New York

Telephone, 3620 Madison Square

### EDITING—

and production of house organs by specialists.

Get outline of what a house magazine can accomplish for you.

George Seton Thompson Co.  
122 W. Folk St., Chicago, Ill.



## BUILDING SUPPLY NEWS

The only Dealer Paper in the Building Field. Endorsed by National and State Associations of Dealers

612 Federal St. Chicago

## AMERICAN CUTLER

Official Organ of American Cutlery Mfrs., 5,000 copies monthly, reaching hardware dealers and jobbers. Sample on request.

15 Park Row      New York

The Furniture Merchants Trade Journal has a much larger proven paid circulation among rated furniture dealers than any other furniture magazine.

A.B.C. Members. Sub. price, \$3 a year.

### FURNITURE MERCHANTS TRADE JOURNAL

Des Moines, New York, Chicago  
Indianapolis

opener of the "private and very confidential" secretary—an omniscient individual who phlegmatically sorts out those of a genuinely intimate nature from those where this supposedly magic phrase is camouflage.

The Schoolmaster recalls the subject to mind because of a recent conversation with an acquaintance who claims to possess golden knowledge of the one workable way to get a letter past the eighteen vigilant secretaries of Henry Ford.

"Don't you tell a soul," warned this friend, and the Schoolmaster promised—except in the case of his pupils, who can be relied upon to keep a secret dark. "The only way I ever get a word to Hank is to write to Mrs. Ford at her home and enclose the note for her husband."

\* \* \*

Obvious Adams has at last been "out-obvioused" by a little Italian lad in Cleveland, who has a tiny store in one of the windows of his home. The lad needed money, so he got a piece of chalk and lettered an advertisement on the open shutter which flanked his "display window." The advertisement is probably one of the briefest and most truthful ever written:

I need mony  
Pleas com by  
TONY.

The Schoolmaster wonders how often in dark hours merchants whose names are to-day household words—John Wanamaker, Marshall Field, Filene, and hundreds of others—have wished with all their hearts that they might say just about those same words in big type in the middle of full newspaper pages! After all, there are some disadvantages connected with being famous—it is so hampering!

### Placing Florida Resort Advertising

A large part of the resort advertising from Florida this winter will be placed by the Amsterdam Advertising Agency of New York, the special representative of which, Mrs. Maude Littlefield Baillard, is located in Tampa for the winter.

## Classified Advertisements

### HELP WANTED

Export Man. One familiar with South American trade; preferably but not essentially, with class journal experience. Write quite fully in first letter. Box 436, care of Printers' Ink.

**WANTED:** Young man for filing and sending out electros and to assist in printing details in Philadelphia Advertising Agency. State experience and salary. Box 447, Printers' Ink.

Periodical wants thoroughly experienced makeup man with artistic ideas and thorough training in publishing. Financial experience an advantage. No interviews unless salary, experience and references stated fully. Box 435, care of Printers' Ink.

**WANTED**—A resident Chicago Salesman for muslin, fibre and paraffine signs and commercial posters, representing company with Chicago, St. Louis and New York branches. Salary and commission to live wire. Address Box 423, Printers' Ink.

Trade Journal publicity man. Prefer one experienced in all departments of trade journal work. Capable, versatile man, 25-35, with ability, imagination, willingness and pleasing personality. State experience fully and salary you are now earning. Location 100 miles from New York City. Box 437, care of Printers' Ink.

The largest and most influential trade journal in the world (located in New York City) wants an assistant to the Advertising Manager. Not a copy writer or make-up man, but one who has had experience in selling advertising space by mail and working up leads for representatives. Must be clean-cut, and writer of forceful letters. State full qualifications in first letter; experience on trade journals, age, nationality and salary wanted. No attention otherwise. Box 439, Printers' Ink.

### COPY AND SERVICE MAN WANTED

Must be a writer, with ability to analyze his subjects and to create ideas for national advertising, as well as for dealer helps of various kinds. Knowledge of agricultural advertising desirable but not absolutely necessary. Desirable position with good future for the right man. State fully age, experience, salary expected and how soon you could start. Send samples only of work done or originated by you, especially magazine or farm paper copy. Samples will be returned and correspondence treated with strict confidence. Address Ohio, Box 427, Printers' Ink.

There is an exceptional opportunity for a first class experienced solicitor to connect with a fast growing monthly semi-technical magazine, *Territory*, New York and vicinity. Only those that have made good need apply. State age, experience and salary required. Box 434, Printers' Ink.

### WANTED

Four men of good address and ability to meet and interest retailers. All to travel; one in eastern states, two in middle states, and one in western states. Experience in electrical supply business desirable. Give full particulars, references, and salary wanted. Address "E. & R." Box 438, care of P. I.

**Wanted**—The services of a Copywriter who has lived in Great Britain and prepared copy for British manufacturers of motor cars and accessories.

Unusual opportunity for man who is desirous of making a permanent position for himself with a leading international advertising organization. References are required. Box 431, P. I.

### Wanted—A Man Thoroughly Experienced in Grocers' Service Work

A large food product manufacturer selling the retail trade through jobbers, has an opening for a man equipped by thorough experience to take charge of its dealer service department. He must have practical knowledge of all phases of retail service work and know how to get the cooperation of the trade. Must possess the initiative to create and develop ideas, coupled with the executive ability to carry them out. In answering give full particulars regarding former experience, age and salary wanted. Address Box 429, Printers' Ink.

### WANTED

By large paint manufacturer of Middle West, a salesman who is a success selling railroads. A paint or varnish man preferred, but would give consideration to capable man successful in selling railroads in other specialty lines. Splendid opportunity for the right man. Address Box 432, Printers' Ink.

**ADVERTISING MANAGER**—Who knows trade journals, mailing lists, sales letter writing and catalog work. Must be an executive, hustler and produce results. Should have broad knowledge of Machinery, Equipment, etc. Right salary to right man. In first letter tell us all about yourself and salary expected *Confidential*. Walter A. Zelnicker Supply Co., St. Louis, Missouri.

#### COPY WRITER

Big Southern daily has permanent position open in service department for bright young man or woman who is experienced in writing copy for retail merchants and capable of making attractive layouts. Must be an expert letterer. Send samples of work and state experience in first letter. Position pays \$40. Box 422, Printers' Ink.

A LARGE TECHNICAL PUBLISHING COMPANY NEEDS THE SERVICES OF A LIVE WIRE SOLICITOR FOR NEW ENGLAND; ADDRESS FOR APPOINTMENT A. L. B. CATALOGUE, BOX 454, PRINTERS' INK.

### Copy and Service Man wanted by Ohio Agency

There's unlimited opportunity here for a man who can write. A knowledge of art and engravings, and the ability to turn out real copy are the qualifications needed.

Send samples of your own work. If you've written home utility, office equipment or mail order copy include samples of that.

State salary expected.

Quick action is essential.

Box 451, Printers' Ink.

#### MISCELLANEOUS

##### WANTED

RUBBER TRANSFER OFFSET Hand Press. Should be in good condition. Address Box 430, Printers' Ink.

**Ph. Morton**

OCEAN TO OCEAN  
**CINCINNATI**

### Canadian Advertisers

Get acquainted with your richest field. You need our latest map of Western Canada. Printed in 3 colors; shows every railway, every branch line, every town from Great Lakes to the Rockies. Is fully indexed. Size 24 in. by 48 in. Prepaid to you for \$3.00. West Canadian Sellers, 308 C. P. R. Building, Edmonton, Alberta, Canada.

#### PUBLISHER

Owning trade magazine that is paying wants to re-establish one that had to suspend owing to the war; need capital; would consider partnership arrangement with experienced advertising man or editorial writer familiar with interior decorations. Address Box 433, Printers' Ink.



ADvantageous  
Advertising

ALL WAYS  
The Achumbe-Mashen-David Co.  
Tulsa Chicago New York

**How to Secure Canada Business**  
American Manufacturers of high grade specialties and general merchandise may be represented in CANADA by experienced sales broker. Only a few accounts will be accepted. Full information and references given on request. E. G. Pemberton, 484 Montrose Ave., Toronto, Ont., Canada.

**20¢ a Sheet Posts R.I.**  
RIVETED & PLATED BARIDS LISTED GUARANTEED SHOWING  
ADDRESS UNION TRUST BLDG. PROVIDENCE, R. I.  
**Standish-Barnes Co.**

Circulars—1,000, 3x6, 100 words or less \$1.00; additional 1,000 50 cents; 1,000 6x9, 300 words or less \$3.00; additional 1,000 \$1.25; 1,000 9x12, 600 words or less \$6.00, additional 1,000 \$2.00; 1,000 12x18, 1,200 words or less \$10.00, additional 1,000 \$4.00. Printed on 50-lb. white book paper, black ink. Get our estimate on your printing. A. H. Kraus, Kraus Bldg., Milwaukee, Wis.

AMERICAN MANUFACTURERS of specialties desiring (European representation) should communicate with undersigned member of one of Foreign High Commission (about leaving for France). Commission basis. For personal interview address, with full details, "Salesman," Room 27, Warder Bldg., Washington, D. C.

#### POSITIONS WANTED

Motion picture publicity man. Press sheet and ad-writer. Newspaper and some manufacturing experience. Young, energetic, imaginative. Last salary \$75. Box 441, Printers' Ink.

Young man (age 30) with sales promotion, technical, investigating and executive experience, arts and engineering (civil) graduate, is anxious to form new connection. Box 426, Printers' Ink.

A successful advertising man and correspondent wishes to represent in the Chicago field a well-established eastern trade paper on commission basis. Address L. M., 6528 Ellis Ave., Chicago.

### Advertising Manager

Seeks better opportunity. Six years' advertising and editorial experience. Graduate engineer with broad advertising and business training. Versatile, original and forceful writer. Salary \$3,000. Box 442, Printers' Ink.

**SECRETARY STENOGRAPHER.** Young lady, experienced, would make valuable assistant to advertising manager. Have been a proof-reader and know both the mechanical and office end of the advertising field. Salary \$35. N. Y. City only. Box 446, Printers' Ink.

### Trade Paper Editor

The services of an experienced merchandising editor just returned from front line work in France and Belgium are for sale to a live trade paper. Box 450, Printers' Ink.

**AUDITOR**—Accountant, Sales, Cost, Purchasing, young man with twelve years' practical commercial and manufacturing experience. Executive ability and initiative, desires to connect with live concern where opportunity is unlimited. Box 424, Printers' Ink.

**New England Representation** is wanted by a well known advertising salesman who knows local conditions among the trade and technical advertisers. It must be something big and of high class connections to interest me. Leading N. E. firms for references. Box 448, Printers' Ink.

A married man on the sunny side of thirty wants a job. He has worked behind the counter, been an advertising manager, and occupied an important place in an agency. He is a writer of advertisements and sales letters; a compiler of catalogues; and a capable advertising executive. Do you want him at \$2600? Box 449, Printers' Ink.

A man, qualified to act as advertising manager of a manufacturing corporation, or as an intensive constructive space salesman on a publication, desires to make a connection. This man is married, old enough to be depended upon, yet young enough to possess abundance of initiative, enthusiasm and unlimited faith in human nature. Has a strong reference from employer. Box 428, P. I.

### ABOUT AN ORGANIZER AND EXECUTIVE TO BE MUSTERED OUT OF WAR WORK

4 years as head of Art Departments.  
Scientific and general education.  
College graduate.

WISHES TO CONNECT WITH SUITABLE ORGANIZATION

PRINTERS' INK BOX 451.

## PACIFIC NORTHWEST

The personal services of a high percentage efficiency man, along direct sales, sales managing, or the localization of your territorial copy are available in Portland to assist in fulfilling your requirements in this section.

In New York for personal interview and will keep promising appointments on way home. Box 425, Printers' Ink.

**ADVERTISING EXECUTIVE** now handling copy and production on Agency accounts totaling \$500,000, desires connection with manufacturer or live Agency. Nine years' successful retail and national advertising experience—clothing, drug, grocery lines. Box 445, Printers' Ink.

**ADVERTISING MAN**, former agency copy-writer and office manager, with college and business training and five years' advertising experience writing copy, making layouts, doing research work, and handling cuts, printing and agency detail work, wants advertising position. Copy samples to show; references. Box 440, Printers' Ink.

**WANTED**—Position as foreign correspondent and translator of French, Scandinavian and German, by young man of good habits, well recommended. Capable of handling export sales correspondence, writing and translating catalogs, booklets and other trade literature. Will quote on individual jobs of translating until permanently located. Box 452, Printers' Ink.

**Sales Manager**—15 years' successful experience marketing a standard food product; desire new connection offering greater opportunities; Philadelphia, Pa., territory; acquainted with trade conditions, also with wholesale and chain-store buyers. Expert on crew organization and management for direct-to-consumer advertising and selling campaigns. Clean, honorable record in every branch of selling activity. Box 443, Printers' Ink.

### ADVERTISING MANAGER— DEALER SERVICE SPECIALIST

Recently returned from France. Would be especially valuable to an agency handling dealer service work for clients or as advertising manager for national advertiser who cooperates with dealer in his advertising because, as advertising director for nearly eleven years with two leading American department stores, he is thoroughly familiar with the retailer's needs. Has also prepared and placed trade journal and magazine advertising. Highest references. Box 453, Printers' Ink.

A progressive publisher or advertising agent may secure the services of a man (36) whose broad sales and advertising experience qualifies him for a responsible executive position. At present manager of a well known weekly class periodical, but seeks opening in broader field with larger opportunities. Knowledge of finance and management conversant with modern marketing methods; married, of regular habits, vigorous health, energy plus. Box 444, care Printers' Ink.

# Table of Contents

PRINTERS' INK, January 16, 1919

What Your Branch Manager Is Up Against.....	J. R. Sprague	3
He'll Tell a Friend Things He'll Never Tell You—His Disadvantage in Renting Locations.		
Meeting and Beating Anti-American Propaganda.....	Grosvenor M. Jones	8
Assistant Chief, Bureau of Foreign and Domestic Commerce		
Are Newspaper Advertising Rates Too Low?.....	S. C. Lambert	17
Why Jason Rogers, of the New York <i>Globe</i> , Believes They Are.		
Will the Fifth Liberty Loan Get Enough Advertising?.....	Douglas Emery	25
Grave Danger Exists That It Will Not, Say Authorities, If Red Cross Experience Is Any Guide.		
Is the Rising Cost of Printing Justified?.....		28
Union Officials Say It's Just a Hint of What's to Come.		
When Your Salesmen "Knock" Your Advertising.....	Bruce Bliven	37
How Runkel Brothers, Inc., Makers of Cocoa and Chocolate, Have Solved This Puzzling Problem.		
Tire Company's Historical Road Bulletins.....		49
Interesting New Use of Outdoor Advertising.		
Advertising Is Best Way to Secure a Good List.....		57
An Experience of a Jewelry Mail-Order House.		
Painless Parker Says He Won an Advertising Victory.....	Painless Parker	65
In His California Fight He Forced the "Ethical" Dentists to Advertise.		
How Hart Schaffner & Marx Go After Returned Soldiers' Trade.....		73
Advertising Began in France and Follows the Boys Right Into Their Homes When They Get Back.		
The Picture of the Workman in Copy.....	R. Bigelow Lockwood	83
Striving to Make Him Appear Natural Really Gives Him a Look of Unreality.		
Who Is to Blame for the "Advertising Graveyard"?.....	Leon Allen	105
Of the Piqua Hosiery Co.		
Advertising to Save a War Style for Peace Use.....		113
"Don't Dump Reserves of Materials," Washington Urges.....		121
Steady Market for Them for Years to Come.		
Why Don't Books Sell Better?.....		122
How Many Ships Have We for Our Foreign Trade?.....		129
Conflicting Estimates Explained—America's Opportunity.		
National Campaign by Methodist Church.....		137
"Peace Will Mean Continued Prosperity".....		141
Editorials .....		146
Producers' Right to a Fair Price—The Passing of the Cock-Pit— Honest Mediums Are Good Mediums—Salesmen of Advertising.		
The Little Schoolmaster's Classroom.....		150

we maintain  
Offices and  
Poster Plants  
in over 400  
large cities  
and towns in  
twenty-three  
states acting  
as service  
stations to the  
advertiser

**Thos. Cusack Co.**

CHICAGO

NEW YORK

*Largest Advertising Company in the World*

# HENRY FORD

has produced some testimony in his million-dollar libel suit against

## The Chicago Tribune

which every fair minded advertising man should read.

Charles A. Brownell, advertising manager of the Ford Motor Company, and E. LeRoy Pelletier, close personal friend of Ford, were called as witnesses in his behalf. Some of the testimony they gave under oath upon examination by Mr. Ford's attorney makes interesting reading.

It has been reprinted in a little book entitled "Ford Testimony in His Million Dollar Libel Suit Against The Chicago Tribune." It will be mailed free if requested on a letter-head of a reputable business or advertising concern.

**The Chicago Tribune**

**THE WORLD'S GREATEST NEWSPAPER**